

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 26, 1978

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	PEARL(S)	29.4	21,900
2	ALICE	28.6	21,310
2	THREE'S COMPANY	28.6	21,310
4	LAVERNE AND SHIRLEY	28.4	21,160
5	CHARLIE'S ANGELS	27.4	20,410
5	60 MINUTES	27.4	20,410
7	HAPPY DAYS	27.3	20,340
8	ALL IN THE FAMILY	26.7	19,890
9	M*A*S*H	25.0	18,630
10	MORK & MINDY	24.9	18,550
11	ABC SUNDAY NIGHT MOVIE	24.2	18,030
12	LITTLE HOUSE-PRAIRIE	24.1	17,950
13	EIGHT IS ENOUGH	24.0	17,880
13	TAXI	24.0	17,880
15	BATTLE-NETWORK STARS(S)	23.4	17,430
16	ABC FRIDAY NIGHT MOVIE	23.3	17,360
17	ONE DAY AT A TIME	23.0	17,140

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MORK & MINDY	25.2	51,540
2	LAVERNE AND SHIRLEY	22.7	46,460
3	HAPPY DAYS	22.1	45,150
4	THREE'S COMPANY	21.4	43,770
5	CHARLIE'S ANGELS	20.9	42,750
6	WHAT'S HAPPENING	20.4	41,650
7	WONDERFUL WORLD OF DISNEY	19.3	39,450
8	ALICE	19.1	39,180
9	EIGHT IS ENOUGH	18.9	38,680
10	PEARL(S)	18.7	38,370
11	HOW BUGS BUNNY WON-WEST(S)	17.9	36,680
12	STEVE MARTIN: WILD-CRAZY(S)	17.8	36,440
13	CBS NFL FTBL GAME-THU(S)	17.7	36,260
13	M*A*S*H	17.7	36,260
15	60 MINUTES	17.5	35,910
16	BATTLE-NETWORK STARS(S)	17.3	35,370
17	LITTLE HOUSE-PRAIRIE	17.2	35,150
18	LOVE BOAT#	17.1	35,000
19	CHARLIE BROWN THANKSGIV.(S)	17.0	34,690
20	BARNEY MILLER#	16.9	34,680
21	ABC FRIDAY NIGHT MOVIE	16.7	34,250

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	THREE'S COMPANY	23.8	18,570
2	ALICE	23.6	18,440
3	PEARL(S)	23.1	18,020
4	MORK & MINDY	22.4	17,510
5	CHARLIE'S ANGELS	22.2	17,330
6	LAVERNE AND SHIRLEY	22.1	17,260
7	60 MINUTES	21.7	16,910
8	HAPPY DAYS	21.3	16,610
9	ALL IN THE FAMILY	21.2	16,560
10	M*A*S*H	20.8	16,240
11	LITTLE HOUSE-PRAIRIE	20.6	16,040
12	WORD, PART II(S)	20.5	15,980
13	EIGHT IS ENOUGH	20.1	15,710
14	ABC SUNDAY NIGHT MOVIE	19.8	15,420
15	TAXI	19.3	15,080
16	ONE DAY AT A TIME	19.2	14,990
17	WHAT'S HAPPENING	18.7	14,580

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFL FTBL GAME-THU(S)	27.7	19,410
2	NFL FOOTBALL GAME-NBC-THU(S)	25.5	17,910
3	60 MINUTES	22.3	15,670
4	CBS NFL POST-THU(S)	21.4	14,980
5	MORK & MINDY	20.4	14,320
6	PEARL(S)	20.2	14,170
7	NFL FOOTBALL GAME 2-NBC#	19.4	13,580
8	ALICE	19.2	13,430
9	ABC SUNDAY NIGHT MOVIE	18.6	13,040
10	ABC FRIDAY NIGHT MOVIE	18.5	12,960
11	NFL MONDAY NIGHT FOOTBALL	18.2	12,740
12	ALL IN THE FAMILY	18.2	12,730
13	BIG EVENT	17.8	12,510
13	CBS NFL FOOTBALL GAME 1	17.8	12,510
15	WONDERFUL WORLD OF DISNEY	17.3	12,130
16	STEVE MARTIN: WILD-CRAZY(S)	17.0	11,950
17	LAVERNE AND SHIRLEY	16.8	11,800
18	BATTLE-NETWORK STARS(S)	16.8	11,790
19	THREE'S COMPANY	16.5	11,580
20	CHARLIE'S ANGELS	16.2	11,340
21	WHAT'S HAPPENING	16.1	11,290

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 26, 1978

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MORK & MINDY	28.3	13,680
2	THREE'S COMPANY	27.8	13,480
3	PEARL(S)	27.2	13,150
4	LAVERNE AND SHIRLEY	24.8	12,000
5	HAPPY DAYS	24.0	11,640
6	WHAT'S HAPPENING	23.8	11,510
7	CHARLIE'S ANGELS	22.9	11,090
8	TAXI	22.5	10,890
9	ABC SUNDAY NIGHT MOVIE	22.3	10,820
10	STEVE MARTIN: WILD-CRAZY(S)	22.2	10,740
11	FAMILY#	21.6	10,460
12	WORD, PART II(S)	20.9	10,140
13	M*A*S*H	20.8	10,050
14	BARNEY MILLER#	20.0	9,700
15	ONE DAY AT A TIME	19.9	9,620
16	SOAP#	19.7	9,550
17	ABC FRIDAY NIGHT MOVIE	19.4	9,400
18	EIGHT IS ENOUGH	19.2	9,310

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ALL IN THE FAMILY	32.1	7,570
2	ALICE	32.0	7,540
3	60 MINUTES	29.6	6,990
4	LITTLE HOUSE-PRAIRIE	28.1	6,620
5	LUCY COMES TO NASHVILLE(S)	27.9	6,590
6	WALTONS	25.8	6,080
7	LOVE BOAT#	23.0	5,420
8	CHARLIE'S ANGELS	20.9	4,940
8	EIGHT IS ENOUGH	20.9	4,940
10	WORD, PART II(S)	20.0	4,720
11	HALLMARK HALL OF FAME(S)	19.6	4,620
12	HAWAII FIVE-O	19.5	4,600
13	BARNABY JONES	19.2	4,520
14	DIFF'RENT STROKES	18.2	4,300
15	CHIPS	18.2	4,290
16	BIG EVENT-TUE.	18.1	4,270
17	M*A*S*H	17.8	4,190
18	NBC MONDAY NIGHT MOVIES	17.5	4,130

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFL FTBL GAME-THU.(S)	26.2	12,060
2	NFL FOOTBALL GAME-NBC-THU(S)	23.8	10,960
3	MORK & MINDY	23.6	10,870
4	PEARL(S)	21.8	10,050
5	ABC SUNDAY NIGHT MOVIE	20.1	9,250
6	BATTLESTAR: GALACTICA	20.0	9,230
7	CBS NFL POST-THU.(S)	19.7	9,080
8	STEVE MARTIN: WILD-CRAZY(S)	19.5	8,970
9	WHAT'S HAPPENING	18.8	8,640
10	NFL FOOTBALL GAME 2-NBC#	18.4	8,460
11	WONDERFUL WORLD OF DISNEY	18.3	8,450
12	NFL MONDAY NIGHT FOOTBALL	18.2	8,400
13	ABC FRIDAY NIGHT MOVIE	18.2	8,370
14	BIG EVENT	17.9	8,240
15	CBS NFL FOOTBALL GAME 1	17.7	8,130
16	LAVERNE AND SHIRLEY	17.6	8,120
17	BARNEY MILLER#	17.5	8,050
18	NBC THUR. MOVIE OF-WEEK(S)	17.3	7,960
19	THREE'S COMPANY	17.1	7,890
20	60 MINUTES	17.0	7,840
21	HAPPY DAYS	16.5	7,600

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	33.9	6,280
2	ALL IN THE FAMILY	32.9	6,090
3	ALICE	32.4	6,000
4	CBS NFL FTBL GAME-THU.(S)	31.2	5,780
5	NFL FOOTBALL GAME-NBC-THU(S)	26.3	4,860
6	CBS NFL POST-THU.(S)	24.6	4,550
7	LUCY COMES TO NASHVILLE(S)	23.5	4,350
8	LITTLE HOUSE-PRAIRIE	22.6	4,190
9	CHARLIE'S ANGELS	21.3	3,940
9	WALTONS	21.3	3,940
11	KAZ#	21.0	3,880
12	NCAA FOOTBALL GAME-2	20.9	3,860
13	NFL FOOTBALL GAME 2-NBC#	20.2	3,740
14	HALLMARK HALL OF FAME(S)	20.2	3,730
15	BARNABY JONES	19.4	3,580
16	VEGA\$	19.0	3,520
17	ABC FRIDAY NIGHT MOVIE	18.3	3,390
18	EIGHT IS ENOUGH	18.3	3,380
18	LOVE BOAT#	18.3	3,380
20	HAWAII FIVE-O	18.2	3,370

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																											
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																	
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	FEM.	TOTAL	6-11														
*EVENING																																											
ABC FRIDAY NIGHT MOVIE												7	192	191	A	23.3	40	1736	1973	736	321	793	325	541	476	114	197	746	310	481	428	133	196	204	115	230	161						
FRI. 9.00P 120 ABC FF												98	98		B	18.9	33	1408	1879	729	329	816	367	575	462	102	185	643	284	447	391	90	143	188	115	232	163						
9.00 - 9.30															A	21.6	36	1609	1958	767	321	823	319	537	468	123	235	705	286	442	392	125	196	192	102	238	162						
9.30 - 10.00															A	23.0	38	1714	1981	740	310	791	313	527	472	125	208	765	311	479	428	142	214	198	109	227	150						
10.00 - 10.30															A	24.9	43	1855	1971	707	323	774	335	542	471	108	179	745	314	493	442	132	185	204	117	248	177						
10.30 - 11.00															A	23.8	42	1773	1966	732	331	785	337	555	486	110	173	765	331	509	442	126	187	210	124	206	157						
ABC NEWSBRIEF-M-F												53	182	181	A	20.2	32	1505	1999	760	310	846	382	570	454	100	222	602	264	392	324	88	166	234	126	317	237						
1 MTHF 8.58P 1 ABC N												94	94		B	19.3	31	1438	1898	716	286	794	359	541	438	93	194	619	270	403	336	93	169	212	114	273	193						
1 TU & W 9.58P 1																																											
2 MON. 8.58P 1																																											
2 TU-TH 9.58P 1																																											
2 FRI. 8.57P 1																																											
ABC NEWSBRIEF-SAT.												11	188	190	A	21.3	36	1587	1921	677	281	740	257	449	417	129	237	595	229	365	347	96	169	223	112	363	270						
SAT. 9.58P 1 ABC N												96	95		B	20.2	36	1505	1956	742	288	820	300	515	467	119	233	604	227	373	350	90	174	190	98	342	250						
ABC NEWSBRIEF-SUN.												11	192	191	A	19.0	27	1416	2161	655	338	719	395	581	421	78^123	781	441	625	469	87^124	260	113	401	274								
SUN. 8.58P 1 ABC N												96	96		B	19.7	29	1468	2194	662	291	750	423	595	430	70 118	709	395	575	456	57 95	273	119	462	320								
ABC SUNDAY NIGHT MOVIE												9	197	192	A	24.2	36	1803	1897	752	342	855	372	599	516	106	201	723	344	513	436	107	152	177	107	142	110						
1 SUN. 9.00P 113 ABC FF												99	98		B	24.2	37	1803	2007	730	360	829	413	628	502	81 141	763	378	582	497	83 123	233	97	182	132								
2 SUN. 9.00P 120															A	23.5	34	1751	2011	756	338	859	392	615	519	104 189	748	370	545	443	108 150	197	109	207	150								
9.00 - 9.30																																											
9.30 - 10.00															A	24.9	36	1855	1915	762	343	860	383	605	517	107	201	730	345	519	441	105	155	188	104	137	107						
10.00 - 10.30															A	24.8	38	1848	1848	750	346	852	357	591	520	103	203	726	335	508	441	107	155	161	102	109	90						
10.30 - 11.00															A	23.7	38	1766	1797	736	345	849	353	583	509	104	207	675	316	467	412	104	147	160	108	113	93						
ABC WORLD NEWS TONIGHT												40	197	195	A	10.9	20	812	1658	718	267	799	273	411	365	121	300	614	202	327	317	98	234	90	47^	155	99						
M-F 6.30P 30 ABC N												99	99		B	10.0	20	745	1621	694	251	783	265	418	372	113	287	607	204	322	308	102	231	90	43	141	85						
ALICE												4	193	188	A	28.6	41	2131	1839	767	283	865	225	414	406	135	354	629	153	280	293	123	281	158	72	187	134						
SUN. 8.30P 30 CBS CS												99	98		B	25.5	37	1900	1863	767	260	876	218	412	393	140	375	632	144	267	292	127	289	158	75	197	143						
ALL IN THE FAMILY												4	190	190	A	26.7	39	1989	1719	756	267	833	173	352	372	158	381	641	136	268	280	139	306	125	61^	120	84						
SUN. 8.00P 30 CBS CS												99	98		B	24.9	37	1855	1803	776	261	869	190	377	378	157	400	644	134	265	300	133	299	132	65	158	104						
BARNABY JONES												8	193	191	A	18.7	33	1393	1638	809	317	891	255	416	500	126	324	601	138	282	306	110	257	94	53^	52^	52^						
THU. 10.00P 60 CBS PD												99	98		B	19.8	35	1475	1687	755	270	832	235	420	433	144	299	678	202	352	345	125	252	95	44	82	59						
10.00 - 10.30															A	18.4	32	1371	1635	801	315	890	256	417	492	126	329	600	141	281	305	108	257	93	54^	52^	52^						
10.30 - 11.00															A	18.9	33	1408	1644	819	320	896	256	416	508	128	322	605	138	284	306	112	258	91	50^	52^	52^						
BARNEY MILLER												9	190		A	18.2	33	1356	2558	867	442	1013	478	713	596	128^215	829	392	594	509	89^166^	284	162^	432	373								
2 THU. 9.00P 30 ABC CS												98			B	23.5	38	1751	1926	740	326	816	391	583	466	86 173	664	331	477	383	77 139	225	130	221	161								
BATTLE-NETWORK STARS(S)												196			A	23.4	40	1743	2029	639	260	702	276	501	465	81^160	678	254	435	401	108^185	264	128^	385	318								
1 SAT. 8.00P 120 ABC SE												99			A	21.2	37	1579	2119	663	235	740	265	498	469	95^184	681	219	409	388	121^210	290	123^	408	319								
8.00 - 8.30															A	23.0	39	1714	2053	636	254	698	264	498	464	83^161	682	234	425	386	113^203	261	118^	412	332								
8.30 - 9.00															A	24.9	42	1855	1985	629	264	686	285	506	462	80^153	673	270	453	413	103^166	255	132^	371	313								
9.00 - 9.30															A	24.7	42	1840	1953	624	284	676	285	500	457	77^143	666	279	445	408	96^160	256	137	355	306								
BATTLESTAR: GALACTICA												9	202	201	A	19.0	27	1416	2289	621	303	675	375	572	423	48^ 83^	787	462	652	501	67^ 99	324	136	503	357								
SUN. 8.00P 60 ABC SF												99	99		B	21.8	33	1624	2321	647	281	740	441	617	441	54 93	754	434	629	509	48 81	303	126	524	373								
8.00 - 8.30															A	17.9	26	1334	2282	619	282	669	361	566	420	48^ 82^	778	458	639	496	64^ 98	320	137	515	371								
8.30 - 9.00															A	20.0	29	1490	2302	622	319	679	389	578	429	52^ 82^	801	469	663	507	69^101	330	136	492	347								



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
															MEN										TEENS (12-17)		CHILDREN (2-11)											
															18-34		18-49		25-54		55-64		55+		18-34		18-49		25-54		55-64		55+		TOTAL FEM.		TOTAL 6-11	
EVENING CONT'D																																						
BIG EVENT-TUE.										8	202	206	A	19.9	31	1483	1842	741	245	808	268	427	426	140	287	659	248	357	351	115	225	123	47^	252	182			
1	TUE.	9.00P	120	NBC	FV		99	99	B	18.1	29	1348	1655	800	273	855	266	458	460	137	307	552	178	306	297	105	192	109	52	139	102							
2	TUE.	8.00P	120																																			
		8.00 - 8.30								A	19.7	31	1468	2148	775	155^	827	249	399	384	166	353	745	307	412	393	118^	236	151^	61^	425	281						
		8.30 - 9.00								A	22.1	34	1646	2131	719	157	772	235	380	364	153	324	710	330	422	409	101^	214	196	81^	453	323						
		9.00 - 9.30								A	19.2	28	1430	1859	736	236	798	257	415	416	142	296	641	251	361	353	110	208	130	54^	290	208						
		9.30 - 10.00								A	19.8	30	1475	1833	727	249	799	269	429	423	140	275	686	253	382	372	130	227	123	50^	225	166						
		10.00 - 10.30								A	19.5	32	1453	1547	765	348	849	309	485	506	121^	237	594	171	269	284	112^	248	63^	18v	41v	41v						
		10.30 - 11.00								A	19.4	33	1445	1509	766	345	842	302	472	484	113^	249	576	164^	273	273	110^	238	52^	11v	39v	39v						
BIG EVENT										7	205	204	A	21.2	31	1579	2016	708	260	764	286	492	442	102	213	792	355	522	490	115	191	204	85	256	183			
1	SUN.	8.30P	150	NBC	FV		99	98	B	19.6	29	1460	2038	750	279	816	322	526	471	106	218	764	348	517	443	97	175	210	102	248	185							
2	SUN.	8.00P	180																																			
		8.00 - 8.30								A	18.3	27	1363	1988	676	210	740	221	456	425	130^	247	768	312	481	493	109^	207	133^	32v	347	222						
		8.30 - 9.00								A	19.0	27	1416	2020	705	223	764	257	445	420	128	257	727	315	460	426	115	196	180	85^	349	218						
		9.00 - 9.30								A	22.4	32	1669	2040	705	264	749	288	492	443	100	200	788	351	527	504	108	182	214	98	289	212						
		9.30 - 10.00								A	22.2	32	1654	2000	713	274	760	294	508	446	92	196	788	356	524	492	110	184	220	102	232	180						
		10.00 - 10.30								A	22.6	34	1684	1988	704	276	763	298	505	440	91	198	815	375	540	499	113	191	222	86	188	143						
		10.30 - 11.00								A	21.8	35	1624	2008	721	278	783	315	514	452	98	209	830	378	551	506	120	193	205	71^	190	146						
BOBBY VINTON ROCKNROLLERS(S)										195			A	20.8	31	1550	2130	768	339	833	337	488	460	123^	234	528	194	326	279	96^	162	286	143^	483	287			
2	MON.	8.00P	60	CBS	GV			99		A	20.8	31	1550	2119	763	332	827	331	485	462	127^	229	521	188	317	272	95^	165	297	155^	474	283						
		8.00 - 8.30																																				
		8.30 - 9.00								A	20.7	31	1542	2144	775	346	841	341	491	461	120^	238	536	202	335	286	96^	158	272	131^	495	291						
CARTER COUNTRY										4	193		A	16.1	28	1199	2000	665	253	744	212	422	364	116^	264	650	260	402	352	102^	190^	178^	94^	428	298			
2	SAT.	8.30P	30	ABC	CS			98	B	16.1	29	1199	2068	731	267	819	296	494	401	118	259	695	292	436	358	101	207	168	71	386	266							
CBS EVENING NEWS(B)										64			A	5.4	12	402	2179	905	408^	928	351^	477^	649	155v	257^	1098	515^	643	722	226^	339^	153v	116v	LT	LT			
2	THU.	7.00P	30	CBS	N			44																														
CBS EVENING NEWS-CRONKITE										39	195	195	A	14.4	27	1073	1592	722	221	793	180	330	365	153	379	606	169	263	281	138	289	88	45^	105	66			
1	M-F	6.30P	30	CBS	N		99	99	B	13.4	27	998	1601	706	215	767	171	314	333	151	375	607	168	266	284	138	290	95	50	132	72							
2	MTUWF	6.30P	30																																			
CBS EVENING NEWS										3	143		A	11.3	19	842	1656	697	262^	806	189^	293	275^	204^	432	752	201^	338	258^	154^	343	72v	9v	26v	26v			
2	SUN.	6.30P	30	CBS	N			84	B	8.8	16	656	1626	720	263	810	158	273	283	176	462	706	169	301	315	155	324	65	28	45	30							
CBS SAT. NEWS-SCHIEFFER										8	128	138	A	11.9	23	887	1666	777	198	830	190	324	307	143	441	690	187	313	285	140	318	60^	25v	86^	53^			
	SAT.	6.30P	30	CBS	N		85	88	B	9.4	19	700	1664	714	208	787	163	300	302	139	422	664	168	285	292	121	314	77	47	136	76							
CBS SATURDAY NIGHT MOVIE										2	184	186	A	19.9	34	1483	2043	766	273	828	268	474	437	112	266	743	288	461	417	114	212	178	86	294	187			
1	SAT.	8.00P	180	CBS	FF		98	98	B	19.9	34	1483	2043	766	273	828	268	474	437	112	266	743	288	461	417	114	212	178	86	294	187							
2	SAT.	9.00P	113																																			
		8.00 - 8.30								A	18.4	32	1371	1861	826	252	875	244	419	318	162^	384	653	258	353	333	92^	235	75^	36v	258	139^						
		8.30 - 9.00								A	18.1	30	1348	1841	817	247	853	225	405	326	162^	365	652	256	348	330	97^	226	99^	59^	237	127^						
		9.00 - 9.30								A	20.2	34	1505	2135	758	274	825	267	470	434	111	265	747	294	474	452	116	201	207	94	356	228						
		9.30 - 10.00								A	20.7	35	1542	2136	768	269	839	275	487	468	109	256	735	276	462	427	120	207	227	114	335	224						
		10.00 - 10.30								A	20.6	36	1535	2081	749	297	822	289	506	483	98	227	784	299	497	433	123	218	188	90	287	189						
		10.30 - 11.00								A	19.4	34	1445	2033	739	273	803	278	504	479	94	218	813	327	532	443	122	214	184	86^	233	152						
CHARLIE BROWN THANKSGIV.(S)										193			A	20.2	32	1505	2305	687	200	733	353	512	392	51^	194	507	187	316	341	55^	129^	215	79^	850	507			
1	WED.	8.00P	30	CBS	EA			98																														



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
														TOTAL	18-34	WOMEN 18-49 25-54 55-64 55+			TOTAL	18-34	MEN 18-49 25-54 55-64 55+			TOTAL FEM.	TOTAL 6-11											
EVENING CONT'D																																				
CHARLIE'S ANGELS																		2095	777	301	851	358	545	455	115	243	555	197	308	266	101	193	304	189	385	293
WED. 9.00P 60 ABC PD 10 202 201																		1930	758	299	835	347	542	460	117	227	585	218	346	299	106	183	248	136	262	208
9.00 - 9.30																		2135	780	307	854	356	546	455	118	248	556	197	308	266	101	193	316	195	409	303
9.30 - 10.00																		2044	767	291	840	356	538	455	113	235	552	196	306	266	100	192	293	182	359	282
CHIPS																		2063	790	275	862	268	445	402	159	353	631	208	316	331	117	222	205	104	365	243
SAT. 8.00P 60 NBC OP 10 202 211																		2231	733	250	814	278	468	426	123	277	694	245	415	393	109	203	235	108	488	348
8.00 - 8.30																		2061	801	275	866	258	446	415	162	354	625	200	303	324	115	225	206	99	364	243
8.30 - 9.00																		2056	780	272	858	278	445	388	152	352	634	216	327	334	121	222	201	107	363	244
CONN. RABBIT-KING ARTHUR(S)																		2014	615	213	643	236	401	416	67	168	548	219	348	322	81	152	252	99	571	308
2 WED. 8.00P 30 CBS EA 179 95																																				
DALLAS																		1695	793	309	878	295	475	410	136	322	616	206	326	300	93	234	139	70	62	40
SUN. 10.00P 60 CBS GD 5 185 189																		1635	744	307	868	286	484	445	132	299	607	182	303	320	105	224	118	63	42	29
10.00 - 10.30																		1715	793	309	881	296	473	408	137	326	619	204	326	295	96	238	143	73	72	48
10.30 - 11.00																		1665	790	306	871	289	471	411	136	320	606	205	323	301	92	230	137	69	51	34
DAVID CASSIDY-UNDERCOVER																		2024	729	328	809	380	575	465	79	188	733	336	532	457	85	126	260	110	222	174
THU. 10.00P 60 NBC OP 4 196 186																		1746	668	264	741	292	486	425	82	192	709	281	478	434	88	156	185	77	111	89
10.00 - 10.30																		2020	719	320	806	381	579	465	72	186	707	331	517	440	79	117	261	112	246	191
10.30 - 11.00																		1987	729	329	799	373	562	457	85	189	749	333	540	469	91	135	249	104	190	151
DEAN MARTIN CELEB. ROAST(S)																		1750	737	175	768	248	400	324	145	315	719	269	416	352	138	248	90	41	173	120
2 TUE. 10.00P 60 NBC CV 99																		1751	726	160	756	250	422	329	131	287	718	259	417	352	137	247	78	34	199	145
10.00 - 10.30																		1724	745	189	774	243	373	315	157	341	712	278	412	349	138	244	95	45	143	94
10.30 - 11.00																		1986	812	354	919	389	562	419	135	298	663	315	423	329	78	187	206	100	198	174
DICK CLARK GOOD OL' DAYS(S)																		2051	777	336	900	326	504	389	144	347	638	291	386	320	77	182	214	130	299	250
2 SAT. 9.00P 120 NBC GV 186 95																		1974	771	334	892	365	543	392	135	298	661	316	416	336	85	183	214	97	207	179
9.00 - 9.30																		1977	849	372	940	420	580	425	144	297	682	319	437	335	79	199	203	91	152	136
9.30 - 10.00																		1942	844	372	940	439	612	461	116	256	664	340	449	326	68	175	185	82	153	139
10.00 - 10.30																		1583	732	230	781	220	385	338	130	322	592	192	276	269	90	242	71	35	139	99
10.30 - 11.00																		1854	725	284	806	337	493	389	115	252	622	269	406	335	74	173	173	75	253	183
DICK CLARK'S LIVE WEDNSDY																		1579	735	223	780	215	369	325	144	338	589	202	270	259	86	241	73	37	137	94
1 WED. 8.00P 60 NBC GV 7 197 96																		1585	729	235	783	225	401	350	118	306	592	180	279	277	93	242	69	32	141	103
8.00 - 8.30																		2053	759	302	891	260	457	406	181	364	677	218	382	312	144	256	175	85	310	234
8.30 - 9.00																		1972	793	308	894	261	454	416	170	367	633	207	351	290	126	241	150	73	295	212
DIFF'RENT STROKES																		1999	746	233	832	376	518	412	120	276	636	274	412	336	134	188	126	78	405	251
FRI. 8.00P 30 NBC CS 4 198 191																		2043	765	244	842	335	502	419	104	274	547	218	331	283	86	178	166	111	488	326
DONNY AND MARIE																		1983	741	184	819	381	508	402	125	274	640	279	412	335	139	196	108	66	416	251
2 FRI. 8.00P 60 ABC GV 6 196 98																		1990	743	274	836	368	519	420	112	277	624	266	406	328	130	181	142	90	388	246
8.00 - 8.30																		2163	765	312	878	323	522	437	121	274	584	208	331	286	91	188	325	210	376	285
8.30 - 9.00																		2105	771	289	872	360	552	455	103	248	531	219	320	264	82	160	284	179	418	313
EIGHT IS ENOUGH																		2152	750	316	872	310	504	418	129	284	586	207	329	284	95	192	327	211	367	284
WED. 8.00P 60 ABC CS 11 198 199																		2176	780	309	885	332	535	452	118	272	586	207	335	287	89	190	323	212	382	289
8.00 - 8.30																		2343	907	445	1059	539	799	581	117	199	651	339	506	394	51	103	336	218	297	208
8.30 - 9.00																																				
FAMILY																																				
CONT'D																																				



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	PROGRAM COVERAGE		KEY	AVG. AUD. %	AUD. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
							WK 1	WK 2							18-34					WOMEN 18-49 25-54 55-64 55+					MEN 18-34 18-49 25-54 55-64 55+					TEENS (12-17) TOTAL FEM.	
EVENING CONT'D																															
LAVERNE AND SHIRLEY TUE. 8.30P 30 ABC CS										9	212	209	A 28.4 43 2116	2196	753 318	817 369	569 441	95 185	558 246	382 327	60 119	312 163	509 362								
													B 26.5 42 1974	2159	736 305	822 408	598 477	84 168	547 264	393 326	60 108	303 165	487 334								
LIFELINE(B) 1 SAT. 10.00P 60 NBC GD										199	95		A 9.5 17 708	1866	826 312^	844 327^	523 508	103^228^	666 228^	379 411	108^201^	125^ 75^	231^ 151^								
													A 9.4 16 700	1923	841 316^	867 327^	540 516	104^236^	689 227^	389 425	106^206^	139^ 85^	228^ 155^								
													A 9.6 17 715	1801	810 304^	819 328^	504 499	99^218^	643 231^	368 395	112^196^	107^ 62^	232^ 144^								
LIFELINE(B) 1 THU. 8.00P 60 NBC GD										201	99		A 14.5 23 1080	1831	830 276	914 315	474 427	130^363	584 174^	271 280	114^249	161^ 61^	172^ 119^								
													A 13.8 22 1028	1814	834 250	918 306	462 416	136^379	581 176^	258 261	114^254	147^ 46^	168^ 114^								
													A 15.1 23 1125	1844	827 297	907 323	485 439	125^346	586 169^	282 297	114^247	178^ 76^	173^ 121^								
LIFELINE(B) 1 TUE. 8.00P 60 NBC GD										198	99		A 15.3 24 1140	1868	823 290	917 301	471 471	116^330	549 207^	308 310	82^177^	180^ 88^	222 171^								
													A 15.0 24 1118	1908	825 270	908 285	441 454	128^349	580 223	328 332	80^180^	169^ 88^	251 186^								
													A 15.7 24 1170	1810	816 307	920 313	493 483	102^312	511 190^	286 288	81^170^	186^ 89^	193^ 153^								
LITTLE HOUSE-PRAIRIE MON. 8.00P 60 NBC GD										11	218	218	A 24.1 36 1795	1958	797 265	895 272	439 409	155 370	552 192	276 231	81 233	188 108	323 201								
													B 25.0 38 1863	2015	798 268	913 309	482 438	133 348	540 169	274 266	91 208	192 113	370 251								
													A 23.1 35 1721	1915	791 259	887 268	429 404	152 372	535 179	259 218	79 236	174 96	319 201								
													A 25.2 37 1877	1983	793 267	893 274	445 415	155 363	563 202	290 240	80 230	202 119	325 204								
LOU GRANT										7	190		A 18.1 28 1348	1811	979 360	1016 374	606 562	146^259	540 212	335 297	71^156^	192 106^	63^ 57^								
2 MON. 10.00P 60 CBS GD										98			B 18.7 30 1393	1718	857 332	930 376	608 511	106 225	572 237	354 330	84 156	165 81	51 44								
													A 18.2 28 1356	1902	1019 389	1065 403	631 574	149^265	557 223	354 304	78^163^	204 115^	76^ 66^								
													A 18.1 29 1348	1703	932 327	959 344	578 541	145^252	518 200	315 290	63^146^	177^ 92^	49^ 49^								
LOVE BOAT (B) 1 FRI. 8.00P 60 ABC CS										199	99		A 21.0 34 1565	1900	840 380	920 291	523 445	133^317	581 175	271 252	97^251	158 78^	241 176								
													A 18.3 30 1363	1839	838 387	923 287	521 421	127^320	551 143^	228 208	107^272	150^ 72^	215 147^								
													A 23.7 38 1766	1943	841 376	917 293	525 464	136^315	602 198	303 284	91^235	164 82^	260 198								
LOVE BOAT 2 SAT. 9.00P 60 ABC CS										9	199		A 22.9 38 1706	2052	754 280	827 244	433 415	178 318	593 209	339 324	92^197	218 99^	414 266								
													B 21.4 38 1594	2001	770 287	856 312	516 468	130 264	596 228	368 340	86 172	187 99	362 254								
													A 22.6 38 1684	2067	761 278	837 241	432 415	178 327	601 208	337 320	97^211	216 94^	413 256								
													A 23.3 39 1736	2019	742 280	812 249	433 410	178 307	580 210	337 325	89^184	216 101^	411 272								
LUCAN MON. 8.00P 60 ABC A										2	165	181	A 11.8 18 879	2142	703 211	786 297	501 448	105^227	615 257	422 319	85^169	281 153	460 349								
													B 11.8 18 879	2142	703 211	786 297	501 448	105 227	615 257	422 319	85 169	281 153	460 349								
													A 11.1 17 827	2128	707 203	792 290	498 449	106^232	626 254	432 336	81^168	272 147^	438 329								
													A 12.6 19 939	2127	693 215	772 304	499 441	100^219	596 258	409 304	85^164	283 152	476 361								
LUCY COMES TO NASHVILLE(S) 1 SUN. 9.00P 60 CBS GV										189	98		A 20.2 28 1505	1801	849 258	955 233	409 385	137^440	593 119^	227 260	84^288	169 110^	84^ 64^								
													A 20.5 29 1527	1826	848 257	946 221	395 385	140^447	605 124^	223 245	89^307	192 128^	83^ 65^								
													A 19.8 28 1475	1776	850 258	964 245	426 389	134^428	583 110^	231 273	82^274	148^ 91^	81^ 60^								
M*A*S*H 1 MON. 8.00P 30 CBS CS										10	193	194	A 25.0 38 1863	1946	824 339	872 362	539 480	113 226	592 261	377 348	78 160	230 111	252 175								
													B 24.6 36 1833	1942	788 333	868 373	577 472	107 217	619 289	414 357	82 155	224 103	231 161								
2 MON. 9.00P 30																															
MORK & MINDY THU. 8.00P 30 ABC CS										10	198	198	A 24.9 43 1855	2778	802 403	944 486	739 572	64^147	769 400	586 483	70 117	471 234	594 430								
													B 26.0 44 1937	2309	701 324	783 418	617 480	60 111	630 337	494 390	53 92	356 185	540 394								



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	WOMEN 18-24 49 54	25-34 55-64	35-44 55+	TOTAL	18-34	WOMEN 18-24 49 54	25-34 55-64	35-44 55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 0-11						
EVENING CONT'D																															
SOAP							9	187		A 18.2	32	1356	2356	853	416	989	480	704	577	109	205	766	382	556	462	92	163	265	154	336	270
2 THU.		9.30P	30	ABC	CS			98		B 21.9	36	1632	1892	757	347	840	439	639	500	77	142	660	361	500	390	66	115	237	137	155	111
SPIDER-MAN(S)								175		A 15.3	26	1140	2433	734	291	808	312	465	491	100	207	825	302	540	525	129	229	287	78	513	306
2 SAT.		8.00P	60	CBS	SF			97		A 14.8	26	1103	2422	741	283	816	315	455	487	109	218	811	307	521	508	136	235	277	78	518	300
8.00 - 8.30										A 15.9	27	1185	2414	722	295	792	307	469	490	92	193	826	294	555	538	123	218	290	75	506	311
8.30 - 9.00										A 17.4	28	1296	2228	576	206	635	325	501	430	35	98	481	240	381	334	29	65	219	92	893	583
STAR WARS HOLIDAY SPECIAL(S)								191		A 18.4	30	1371	2263	609	218	668	306	503	421	56	131	525	256	382	356	47	97	206	86	864	570
1 FRI.		8.00P	120	CBS	GV			99		A 18.8	30	1401	2281	610	201	657	330	526	456	46	101	505	265	404	330	32	76	244	99	875	533
8.00 - 8.30										A 16.9	27	1259	2268	543	200	605	331	480	427	13	79	469	245	383	338	22	47	235	103	959	610
8.30 - 9.00										A 15.4	25	1147	2081	529	204	597	331	482	422	17	73	406	179	337	306	17	33	196	82	882	630
STARSKY AND HUTCH							9	197	194	A 20.6	34	1535	1670	691	305	767	384	539	443	73	154	587	326	445	359	57	94	215	99	101	88
TUE.		10.00P	60	ABC	OP			98	98	B 19.1	32	1423	1752	715	302	803	387	582	480	73	151	618	310	445	363	79	126	207	95	124	96
10.00 - 10.30										A 20.7	33	1542	1672	689	304	769	390	539	443	74	159	576	317	433	346	55	100	215	99	112	95
10.30 - 11.00										A 20.4	35	1520	1671	695	307	767	381	541	444	74	149	595	334	456	373	58	87	218	99	91	80
STEVE MARTIN: WILD-CRAZY(S)								212		A 22.5	36	1676	2174	793	302	850	442	639	481	82	169	714	427	535	432	63	127	324	172	286	195
2 WED.		10.00P	60	NBC	CV			99		A 23.9	37	1781	2190	791	294	841	419	605	468	92	195	720	420	527	419	70	142	314	171	315	219
10.00 - 10.30										A 21.2	35	1579	2137	791	310	855	462	676	489	71	141	697	432	539	446	54	103	329	171	256	164
10.30 - 11.00																															
TAXI							9	198	197	A 24.0	36	1788	1872	752	328	845	438	611	446	71	176	552	300	393	320	56	116	258	133	217	168
TUE.		9.30P	30	ABC	CS			99	99	B 24.1	37	1795	1883	739	318	829	411	595	474	85	170	575	283	405	337	70	121	252	134	227	163
THREE'S COMPANY							9	202	201	A 28.6	42	2131	2054	767	329	871	438	633	466	74	173	543	265	370	311	55	121	308	173	332	242
TUE.		9.00P	30	ABC	CS			99	99	B 28.9	43	2153	2016	763	328	853	415	607	484	93	184	554	264	385	316	69	121	293	160	316	227
VEGA\$							9	199	195	A 22.1	36	1646	1758	740	315	791	264	461	464	132	248	607	220	341	297	129	215	176	113	184	144
WED.		10.00P	60	ABC	PD			99	98	B 20.2	34	1505	1725	749	313	830	318	533	490	111	219	602	221	359	307	112	191	162	88	131	101
10.00 - 10.30										A 22.7	36	1691	1753	744	313	791	263	463	473	125	244	594	214	330	289	128	212	177	114	191	145
10.30 - 11.00										A 21.4	36	1594	1763	738	315	793	266	462	457	139	252	618	225	352	309	130	216	174	110	178	141
WALTONS							9	201	196	A 16.5	28	1229	1894	830	272	939	224	341	350	190	494	640	157	234	266	134	320	98	44	217	106
THU.		8.00P	60	CBS	GD			99	98	B 18.9	31	1408	1848	844	273	941	240	397	375	173	462	574	153	229	255	122	281	104	54	229	127
8.00 - 8.30										A 15.6	27	1162	1856	812	263	924	200	317	342	193	503	623	137	208	253	137	324	92	38	217	103
8.30 - 9.00										A 17.4	29	1296	1917	844	277	951	244	363	360	184	485	650	175	257	271	136	316	98	48	218	107
WEDNESDAY MOVIE OF-WEEK							9	202	204	A 17.6	28	1311	1858	792	263	836	329	507	426	122	265	649	272	418	407	91	171	149	71	224	154
1 WED.		9.00P	120	NBC	FF			99	99	B 18.1	29	1348	1804	739	262	801	320	502	436	103	229	677	285	444	402	98	172	170	76	156	111
2 WED.		8.00P	120							A 16.1	27	1199	1926	805	250	842	243	380	389	155	382	712	291	395	404	116	233	143	87	229	161
8.00 - 8.30										A 19.6	31	1460	1954	780	262	813	289	422	416	125	317	686	297	416	426	110	188	145	73	310	209
8.30 - 9.00										A 18.9	29	1408	1908	792	258	832	321	512	428	122	261	629	259	404	397	88	164	161	67	286	196
9.00 - 9.30										A 18.6	28	1386	1914	799	269	848	354	548	448	125	243	645	264	418	410	94	166	159	69	262	179
9.30 - 10.00										A 15.1	25	1125	1634	776	266	838	382	588	418	95	193	595	261	433	394	69	141	148	74	53	39
10.00 - 10.30										A 15.3	26	1140	1565	756	257	818	371	559	407	103	198	607	253	446	407	65	136	114	57	26	17
10.30 - 11.00																															
WELCOME BACK, KOTTER							4	200		A 15.9	28	1185	2133	671	272	764	271	476	401	98	235	636	278	442	377	64	156	243	137	490	383
2 SAT.		8.00P	30	ABC	CS			98		B 15.0	28	1118	2204	740	281	826	344	538	426	101	233	684	305	465	381	79	168	221	102	473	343
WHAT'S HAPPENING							7	198	195	A 22.6	38	1684	2473	732	375	865	445	682	527	59	140	670	341	512	430	64	104	392	191	546	393
THU.		8.30P	30	ABC	CS			99	98	B 23.6	38	1758	2233	689	315	775	413	610	469	65	121	635	342	505	395	49	90	326	168	497	368



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PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																									
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. %	SHARE % (0,000)	AVG. AUD. %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
														TOTAL		18-34		18-49		25-54		55-64		55+		TOTAL		18-34		18-49		25-54		55-64		55+		TOTAL FEM.		TOTAL 6-11	
EVENING CONT'D																																									
WHO'S WATCHING THE KIDS										7	179		A 12.5 22 931	1996	675 334	795 198^	338 341	158^316	591 256^	352 296	73^179^	243^126^	367 299																		
2 FRI. 8.30P 30 NBC CS										87		B 11.6 21 864	1951	700 275	817 257	423 386	158 324	552 199	310 271	107 199	200 106	382 286																			
WONDER WOMAN										8	189		A 18.0 32 1341	2266	761 160^	820 288	492 464	93^256	770 256	496 469	82^211	214 100^	462 269																		
2 FRI. 8.00P 60 CBS SF										98		B 16.6 30 1237	2157	712 246	787 302	485 433	115 240	649 237	414 382	91 183	171 70	550 334																			
8.00 - 8.30												A 16.6 30 1237	2259	779 150^	838 298	506 476	89^258	770 266	497 467	79^208	195^ 91^	456 266																			
8.30 - 9.00												A 19.5 34 1453	2255	741 169	799 276	476 449	97^253	766 241	489 467	81^214	228 106^	462 270																			
WONDERFUL WORLD OF DISNEY										10	212 208		A 22.5 34 1676	2354	635 218	696 280	423 379	110 216	725 367	503 400	76 163	270 121	663 419																		
1 SUN. 7.00P 90 NBC FV										99	99	B 18.9 30 1408	2277	668 217	735 273	455 410	105 223	708 305	478 422	77 164	236 108	598 382																			
2 SUN. 7.12P 48																																									
7.00 - 7.30												A 24.4 38 1818	2410	717 227	781 311	482 405	115^238	701 359	467 366	73^162	249 111^	679 404																			
7.30 - 8.00												A 22.2 33 1654	2346	608 202	664 251	394 357	112 218	730 366	509 396	78 167	284 125	668 436																			
8.00 - 8.30												A 24.2 35 1803	2361	658 246	734 328	456 422	104^208	734 396	524 411	66^158	249 121^	644 377																			
WORD, PART II(S)										191		A 22.5 35 1676	1709	919 355	953 331	605 550	113^282	634 251	413 419	77^178	68^ 18v	54^ 46^																			
1 MON. 9.00P 120 CBS GD										99																															
9.00 - 9.30												A 23.5 35 1751	1773	940 382	982 371	672 578	110^266	624 264	425 426	58^152	70^ 27v	97^ 90^																			
9.30 - 10.00												A 22.3 34 1661	1709	925 376	959 350	625 557	105^276	616 248	405 406	81^170	75^ 16v	59^ 59^																			
10.00 - 10.30												A 22.1 35 1646	1702	910 318	941 320	563 526	116^293	659 264	417 428	91^196	70^ 16v	32v 22v																			
10.30 - 11.00												A 22.1 37 1646	1639	901 338	926 280	552 539	117^292	636 231	403 417	75^190	53^ 12v	24v 11v																			
WORD, PART III(S)										191		A 18.3 29 1363	1577	764 300	773 216	432 455	110^263	734 315	479 456	110^214	29v 16v	41v 22v																			
1 TUE. 9.00P 120 CBS GD										99																															
9.00 - 9.30												A 17.0 25 1267	1474	749 281	763 205	408 420	113^284	626 258	393 388	97^202	25v 17v	60^ 41v																			
9.30 - 10.00												A 18.3 28 1363	1593	760 291	777 215	427 438	116^285	742 323	487 467	111^213	36v 20v	38v 25v																			
10.00 - 10.30												A 18.8 30 1401	1592	772 302	772 218	439 476	100^247	768 332	504 471	113^218	24v 15v	28v 12v																			
10.30 - 11.00												A 19.0 32 1416	1638	777 324	780 221	452 483	112^241	798 344	529 495	121^226	26v 15v	34v 13v																			
WORD, PART IV(S)										191		A 18.2 29 1356	1519	734 293	767 231	447 453	93^226	613 202	334 389	85^191	42v 20v	97^ 57^																			
1 WED. 9.00P 120 CBS GD										99																															
9.00 - 9.30												A 18.4 28 1371	1704	780 305	816 267	492 472	80^235	623 206	327 393	79^203	54^ 33v	211 112^																			
9.30 - 10.00												A 17.8 27 1326	1498	747 296	785 234	451 456	91^230	598 196	314 380	80^194	32v 18v	83^ 43v																			
10.00 - 10.30												A 18.3 30 1363	1415	691 271	722 205	417 428	92^218	601 196	329 380	92^187	40v 19v	52^ 41v																			
10.30 - 11.00												A 18.2 31 1356	1458	724 297	750 217	425 455	104^225	638 212	368 401	97^189	31v 9v	39v 32v																			
*LATE FRINGE																																									
ABC WEEKEND REPORT-SAT.										8	150 149		A 7.3 15 544	1767	785 287	832 267	480 385	117^285	726 277	449 360	127^226^	105^ 75^	104^ 88^																		
SAT. 11.00P 15 ABC N										89	89	B 7.2 15 536	1711	765 250	824 296	532 459	102 225	662 265	445 354	99 166	116 59	109 88																			
ABC WEEKEND REPORT-SUN.										8	152 150		A 7.7 16 574	1486	838 228	914 349	606 539	174^229	537 239	352 337	112^166^	35v 8v	LT LT																		
SUN. 11.00P 15 ABC N										92	91	B 6.1 14 454	1572	743 283	827 363	577 475	112 183	628 279	448 354	72 144	59 15	58 40																			
ANNUAL PHOTOPLAY AWARDS(S)										173		A 7.2 26 536	1433	738 412^	894 376^	576 534	105v185^	281^145^	172^110v																						

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PROGRAM NAME		WK	#	DAY	START TIME	DUR	NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
														AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	WOMEN					TOTAL	MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
																			18-34	18-49	25-54	55-64	55+		18-34	18-49	25-54	55-64	55+								
LATE FRINGE CONT'D																																					
CBS SUNDAY NEWS-BRADLEY		8	130	131										A	7.1	14	529	1448	621	179																	
SUN.		11.00P	15	CBS N						78	78		B	7.0	15	522	1497	673	208																		
LATE MOVIE I			38	157	157									A	6.8	24	507	1371	660	225																	
MON.		11.30P	69	CBS FF						89	89		B	6.7	25	499	1363	659	238																		
1 TUE.		11.30P	73																																		
1 WED.		11.30P	109																																		
THU.		11.30P	28																																		
1 FRI.		11.30P	72																																		
2 TUE.		11.30P	70																																		
2 WED.		11.30P	102																																		
2 FRI.		12.00M	71																																		
11.30 - 12.00													A	7.7	23	574	1416	684	223																		
12.00 - 12.30													A	6.6	24	492	1372	638	227																		
12.30 - 1.00													A	5.6	24	417	1305	641	231																		
LATE MOVIE II			38	157	157									A	5.0	27	373	1249	563	246																	
1 MON.		12.42A	42	CBS FF						89	89		B	4.6	27	343	1257	569	224																		
1 TUE.		12.43A	42																																		
1 WED.		1.22A	18																																		
1 THU.		12.07A	49																																		
1 FRI.		12.45A	44																																		
2 MON.		12.42A	44																																		
2 TUE.		12.43A	45																																		
2 WED.		1.15A	19																																		
2 THU.		12.06A	52																																		
2 FRI.		1.16A	43																																		
12.00 - 12.30													A	6.2	23	462	1418	555	199																		
12.30 - 1.00													A	5.9	29	440	1311	541	226																		
1.00 - 1.30													A	4.6	29	343	1111	546	245																		
1.30 - 2.00													A	5.1	31	380	1076	323	381																		
MIDNIGHT SPECIAL			8	192	192									A	2.9	18	216	1185	399	223																	
FRI.		1.00A	90	NBC PC						97	97		B	3.3	22	246	1262	480	250																		
1.00 - 1.30													A	3.9	20	291	1323	501	226																		
1.30 - 2.00													A	2.8	18	209	1182	363	268																		
2.00 - 2.30													A	1.9	15	142	901	247	155																		
NBC LATE NIGHT MOVIE			8	113	113									A	3.3	17	246	1667	488	101																	
1 SUN.		12.00M	110	NBC FF						62	62		B	2.7	14	201	1305	495	100																		
2 SUN.		11.30P	125																																		
11.30 - 12.00													A	5.0	16	373	1649	717	180																		
12.00 - 12.30													A	3.8	16	283	1767	566	92																		
12.30 - 1.00													A	3.0	17	224	1594	388	54																		
1.00 - 1.30													A	2.6	18	194	1649	351	67																		
1.30 - 2.00													A	2.3	23	171	2211	509	240																		
POLICE WOMAN			8	177	177									A	8.6	28	641	1304	592	225																	
1 WED.		11.30P	66	ABC OP						96	96		B	6.8	25	507	1340	670	221																		
2 WED.		11.30P	67																																		
11.30 - 12.00													A	9.0	26	671	1352	636	224																		
12.00 - 12.30													A	8.4	30	626	1281	565	223																		

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PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
													TOTAL	18-34	WOMEN 18-49	25-54	55-64	55+	TOTAL	18-34	MEN 18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
LATE FRINGE CONT'D																										
SATURDAY NIGHT																										
1 SAT.		11.30P	84	NBC	GV	7	210	210	A 11.3	34	842	1753	580 296	682 466	587 382	37v 58^			773 563	710 435	30v 40^			249 116^	49^ 49^	
2 SAT.		11.30P	79			99	99		B 11.9	37	887	1693	558 308	669 437	561 364	35 64			720 513	637 440	42 56			249 127	55 49	
		11.30 - 12.00							A 12.6	33	939	1714	585 303	684 443	561 396	43^ 73^			737 497	652 460	44^ 56^			235 120^	58^ 58^	
		12.00 - 12.30							A 11.4	35	849	1739	564 289	680 484	604 379	28v 43^			760 556	709 439	20v 31v			251 108^	48^ 48^	
		12.30 - 1.00							A 9.5	34	708	1953	463 208^	569 342^	469 215^	47v 80v			1091 892	027 421	30v 45v			260^ 86v	33v 33v	
STARS AND HUTCH-11:30																										
1 THU.		11.30P	67	ABC	OP	8	178	177	A 7.2	25	536	1713	637 237	818 328	508 450	50v 161^			535 269	391 277	55v 93^			239 90^	121^ 101^	
2 THU.		11.30P	66			96	96		B 6.5	25	484	1471	670 263	765 322	528 461	51 147			508 241	361 281	57 103			137 67	61 36	
		11.30 - 12.00							A 7.6	23	566	1804	625 256	830 343	543 437	49v 159^			568 294	418 276	62^ 107^			284 136^	122^ 86^	
		12.00 - 12.30							A 7.2	26	536	1627	651 224^	807 316	480 462	52v 161^			503 243	366 279	44v 77^			194^ 46v	123^ 112^	
SWAT-WED																										
1 WED.		12.36A	49	ABC	OP	9	165	165	A 5.1	26	380	1463	521 284^	731 326^	465 395	71v 197^			574 227^	405 314^	78v 135^			150^ 71v	LT LT	
2 WED.		12.37A	47			93	93		B 4.0	24	298	1303	566 222	664 288	420 343	77 189			538 284	413 311	51 79			81 30	20 LT	
		12.30 - 1.00							A 5.5	25	410	1368	522 266^	698 245^	435 401	66v 207^			554 183^	364 318	78^ 141^			99^ 58v	17v 17v	
		1.00 - 1.30							A 4.7	27	350	1586	516 305^	774 422	503 388	81v 189^			609 280^	457 317^	79v 131^			203^ 83v	LT LT	
SWAT-THUR																										
1 THU.		12.37A	49	ABC	OP	8	166	166	A 3.8	21	283	1541	633 123^	739 314^	442 396^	19v 185^			517 262^	386^ 282^	68v 107v			158^ 21v	127^ 117^	
2 THU.		12.36A	43			93	93		B 3.9	25	291	1222	594 253	665 311	446 383	52 156			415 185	300 202	59 94			83 27	59 35	
		12.30 - 1.00							A 3.9	20	291	1656	607 130^	742 313^	440 371^	34v 192^			533 262^	396^ 285^	80v 111^			209^ 37v	172^ 165^	
		1.00 - 1.30							A 3.2	23	238	1290	811^ 130v	811^ 340^	500^ 577^	LT 172v			400^ 130v	240v 294^	106v 106v			50v LT	29v LT	
TOMORROW SHOW																										
1 M-TH		1.00A	45	NBC	CC	31	173	173	A 2.7	19	201	1070	661 208^	676 175^	318 453	80v 208^			314 139^	214^ 207^	47 76			47 LT	LT LT	
2 MTUW		1.00A	45			98	98		B 2.3	19	171	1070	655 216	699 211	358 412	70 217			318 136	212 176	47 76			47 LT	LT LT	
2 WED.		1.30A	45						A 2.8	19	209	1072	637 206^	652 163^	278^ 426	86^ 216^			350 173^	249^ 260^	33v 47v			46v LT	24v 24v	
		1.00 - 1.30							A 3.5	22	261	1379	1103 505^	1141 391^	774^ 862^	LT 241^			154v LT	154v 154v	LT LT			84v LT	LT LT	
		1.30 - 2.00							A 8.3	29	618	1448	725 301	787 303	462 457	117 219			565 249	390 344	81^ 125			72^ 29^	24v 21v	
TONIGHT SHOW																										
1 MON.		11.30P	77	NBC	GV	39	212	212	B 7.2	27	536	1416	719 296	786 288	469 449	107 219			545 247	380 312	79 127			71 27	14 9	
1 TU & W		11.30P	78			99	99		A 9.8	29	730	1471	695 293	740 270	418 415	121 235			618 270	407 352	104 165			83 31^	30^ 23^	
1 TH & F		11.30P	76						A 8.3	30	618	1442	718 288	789 319	475 460	113 202			558 266	409 346	67^ 101			67^ 29^	28^ 24v	
2 MON.		11.30P	80						A 7.2	30	536	1364	861 465	942 399	676 676	124^ 178^			398 56v	227 252	63^ 90^			24v LT	LT LT	
2 TUE.		11.30P	77						A 6.4	25	477	1321	689 228^	751 406^	589 472^	39v 61v			454^ 108v	331^ 371^	29v 65v			61v 61v	55v 55v	
2 WED.		12.00M	75						B 5.7	24	425	1389	635 249	728 331	545 457	34 110			528 227	388 364	55 83			61 21	72 62	
2 THU.		11.30P	78						A 7.2	24	536	1297	679 248^	738 401^	563 467	39v 83v			462 96v	326^ 379^	36v 62v			56v 56v	41v 41v	
2 FRI.		11.30P	76						A 5.9	25	440	1366	720 223^	786 421^	631 502^	46v 46v			448^ 112v	323^ 375^	34v 73v			66v 66v	66v 66v	
		11.30 - 12.00							A 9.8	29	730	1471	695 293	740 270	418 415	121 235			618 270	407 352	104 165			83 31^	30^ 23^	
		12.00 - 12.30							A 8.3	30	618	1442	718 288	789 319	475 460	113 202			558 266	409 346	67^ 101			67^ 29^	28^ 24v	
		12.30 - 1.00							A 7.2	30	536	1364	861 465	942 399	676 676	124^ 178^			398 56v	227 252	63^ 90^			24v LT	LT LT	
TUESDAY MOVIE OF THE WEEK																										
1 TUE.		11.30P	71	ABC	FF	6	170		A 6.4	25	477	1321	689 228^	751 406^	589 472^	39v 61v			454^ 108v	331^ 371^	29v 65v			61v 61v	55v 55v	
		11.30 - 12.00							B 5.7	24	425	1389	635 249	728 331	545 457	34 110			528 227	388 364	55 83			61 21	72 62	
		12.00 - 12.30							A 7.2	24	536	1297	679 248^	738 401^	563 467	39v 83v			462 96v	326^ 379^	36v 62v			56v 56v	41v 41v	
		12.00 - 1.30							A 5.9	25	440	1366	720 223^	786 421^	631 502^	46v 46v			448^ 112v	323^ 375^	34v 73v			66v 66v	66v 66v	
TUESDAY MOVIE-WEEK PART2																										
1 TUE.		12.41A	48	ABC	FF	4	170		A 4.8	30	358	1436	695 212^	788 435^	676^ 456^	LT LT			494^ 125v	408^ 366^	LT 70v			81v 81v	73v 73v	
		1.00 - 1.30							B 4.6	30	343	1449	630 188	700 339	535 381	21 80			590 302	493 388	22 68			58 35	101 89	
		1.00 - 1.30							A 4.5	31	335	1522	719^ 226^	820 450^	726^ 456^	LT LT			531^ 162v	457^ 402^	LT 74v			95v 95v	76v 76v	



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1978 REPORT

PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 8-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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PROGRAM NAME							T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET TYPE	PROG.	AUD.		WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
															WOMEN											MEN					TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11	
															TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+								
CBS NFL FTBL PRE--THU.(S) 2 THU. 3.00P 30 CBS SC						193 99				A	6.5	18	484	2403	630 95v	768 319^	442^	449^	70v	240^	1069	466^	699	571	217^	320^	343^	162^	223^	129v				
CBS NFL FTBL GAME--THU.(S) 2 THU. 3.30P 196 CBS SE						201 99				A	21.9	59	1632	2222	534 200	631 237	377	367	91^	187	1191	466	740	668	220	356	254	72^	146^	95^				
3.30 - 4.00										A	19.5	54	1453	2275	579 180	678 264	410	405	91^	209	1158	478	735	681	232	316	253	89^	186	118^				
4.00 - 4.30										A	23.0	64	1714	2285	537 201	630 249	400	398	80^	164	1236	493	774	708	213	359	262	83^	157	93^				
4.30 - 5.00										A	22.6	63	1684	2292	536 193	616 259	394	378	83^	167	1253	490	779	699	224	373	249	74^	174	84^				
5.00 - 5.30										A	22.3	61	1661	2150	518 207	600 256	376	346	86^	168	1172	443	731	648	202	359	252	61^	126^	75^				
5.30 - 6.00										A	23.0	60	1714	2090	493 200	604 228	353	344	82^	176	1133	456	703	612	213	349	251	59^	102^	83^				
6.00 - 6.30										A	21.4	54	1594	2240	532 207	630 182	334	329	115^	220	1203	453	735	661	231	365	264	65^	143^	114^				
CBS NFL POST--THU.(S) 2 THU. 6.46P 14 CBS SC						198 99				A	18.1	44	1348	2120	535 235	672 202	344	328	127^	248	1111	401	674	670	216	337	208	66^	129^	91^				
DAYS OF OUR LIVES 1 M-F 1.30P 60 NBC DD					39	208	207			A	7.0	25	522	1213	794 148	863 271	375	376	142	388	239	50^	74^	65^	66^	159	57^	22v	54^	32^				
2 MTUWF 1.30P 60						99	99			B	6.1	24	454	1230	800 151	865 257	378	383	162	408	251	64	101	78	67	142	42	20	72	22				
1.30 - 2.00										A	6.7	24	499	1212	785 137	853 270	367	355	140	394	256	47^	72^	66^	68^	176	56^	20v	47^	24v				
2.00 - 2.30										A	7.2	26	536	1209	804 147	877 272	383	399	144	388	216	46^	69^	61^	62^	143	58^	25v	58^	39^				
DOCTORS 1 M-F 2.30P 30 NBC DD					39	200	139			A	6.3	22	469	1175	762 159	863 296	426	346	128^	392	220	42^	81^	84^	65^	131	54^	35^	38^	30v				
2 MTUWF 2.30P 30						97	97			B	5.7	22	425	1153	776 134	851 266	387	378	155	393	208	57	85	73	60	112	45							

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WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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FOR EXPLANATION OF SYMBOLS, SEE PAGE A



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														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11									
WEEKEND DAYTIME CONT'D																																				
NFL FOOTBALL GAME 2-NBC														A	20.0	39	1490	1655	429	157	468	140	251	232	106	182	912	369	567	503	156	252	150	39	125	87
2 SUN. 4.00P 192 NBC SE														B	18.5	40	1378	1660	432	181	473	156	284	286	71	141	898	335	569	508	141	249	135	42	154	104
4.00 - 4.30														A	11.8	26	879	1453	368	104	402	112	197	174	80	176	864	293	491	465	134	276	119	27	68	43
4.30 - 5.00														A	16.3	35	1214	1491	385	134	421	129	221	196	99	172	880	293	497	478	179	282	113	24	77	50
5.00 - 5.30														A	20.0	41	1490	1615	419	157	470	147	252	220	103	179	936	354	572	511	163	257	126	23	83	61
5.30 - 6.00														A	22.3	44	1661	1602	448	163	479	134	256	249	105	186	885	356	556	500	151	233	138	25	100	72
6.00 - 6.30														A	23.2	43	1728	1705	448	162	479	141	268	246	109	177	967	418	628	530	167	254	169	45	90	68
6.30 - 7.00														A	24.2	42	1803	1699	431	176	473	145	254	232	124	191	924	415	586	508	157	248	161	46	141	93
NFL FOOTBALL POST-NBC														A	6.8	16	507	1458	446	200	455	137	248	242	84	185	816	280	426	404	165	316	88	12	99	58
1 SUN. 3.58P 15 NBC SC														B	6.5	16	484	1585	488	196	497	155	285	236	90	185	861	333	504	431	138	281	120	23	107	57
2 SUN. 3.49P 11																																				
NUTCRACKER SUITE(S)														A	4.6	13	343	1668	410	336	421	97	132	315	76	106	292	140	192	146	30	100	232	52	723	513
2 SAT. 1.30P 30 CBS CA																	93																			
SCHOOLHOUSE ROCK-8.26AM														A	3.9	21	291	1966	213	LT	316	185	206	155	LT	41	312	122	285	285	LT	27	80	38	1258	747
SAT. 8.26A 4 ABC CA														B	4.4	22	328	1854	229	52	304	157	216	178	LT	39	276	121	239	207	LT	37	119	77	1155	795
SCHOOLHOUSE ROCK-9.26AM														A	6.0	22	447	1687	347	72	432	169	285	226	LT	83	245	149	233	211	12	12	140	73	870	544
SAT. 9.26A 4 ABC CA														B	6.0	22	447	1691	289	74	378	156	235	167	LT	87	218	125	174	156	24	44	218	88	877	505
SCHOOLHOUSE ROCK-10.56AM														A	6.4	24	477	1614	187	42	243	176	197	163	LT	11	206	146	182	155	11	24	176	25	989	547
1 SAT. 10.56A 3 ABC CA														B	6.4	25	477	1614	174	29	209	138	159	124	LT	37	157	133	149	84	LT	LT	272	130	976	600
SCHOOLHOUSE ROCK-11.26AM														A	6.7	27	499	1752	300	56	338	153	214	166	39	70	252	205	221	116	LT	31	286	81	876	467
SAT. 11.26A 3 ABC CA														B	6.1	25	454	1653	279	39	321	177	218	155	30	55	196	155	170	112	12	25	275	116	861	499
SCHOOLHOUSE ROCK-11.56AM														A	5.4	23	402	1343	271	87	338	149	199	162	22	50	229	132	167	85	29	62	296	127	480	273
1 SAT. 11.56A 3 ABC CA														B	5.5	25	410	1674	319	110	353	212	289	228	13	25	265	164	218	156	22	34	307	155	749	472
SCHOOLHOUSE ROCK-11.55AM														A	3.4	13	253	1874	388	75	388	178	270	257	43	103	545	281	423	320	81	107	248	62	693	384
SUN. 11.55A 4 ABC CA														B	3.1	13	231	1789	482	154	526	284	377	311	36	115	465	202	351	290	48	96	138	49	660	361
SCOOPY'S ALL STARS I														A	3.8	22	283	1901	202	LT	294	163	192	152	LT	40	289	92	236	236	21	53	130	56	1188	739
SAT. 8.00A 30 ABC CA														B	4.0	22	298	1910	199	43	273	137	189	167	LT	36	260	94	189	162	LT	71	142	79	1235	851
SCOOPY'S ALL STARS II														A	5.1	23	380	1966	380	53	472	185	301	261	LT	93	460	327	409	258	16	31	57	36	977	597
SAT. 8.30A 30 ABC CA														B	5.2	22	387	1921	281	33	348	138	238	186	16	72	346	225	301	200	LT	35	156	89	1071	666
SCOOPY'S ALL STARS III														A	6.5	25	484	1744	350	72	451	183	307	243	LT	83	244	155	227	206	10	17	125	60	924	612
SAT. 9.00A 30 ABC CA														B	6.3	24	469	1767	307	72	401	172	256	182	10	86	218	133	177	155	19	41	207	78	941	583
SPACE ACADEMY														A	7.0	25	522	1707	286	176	343	203	237	143	24	63	285	145	184	126	33	81	322	137	757	479
SAT. 12.00N 30 CBS CL														B	6.9	27	514	1583	313	138	385	230	279	187	20	73	218	120	160	123	26	46	230	105	750	479
TARZAN AND SUPER SEVEN 1														A	8.7	32	648	1685	372	120	418	256	340	201	12	56	273	130	181	137	45	77	219	112	775	411
SAT. 10.30A 30 CBS CA														B	8.7	33	648	1707	328	119	377	219	292	203	16	51	278	138	199	150	25	58	218	101	834	466
TARZAN AND SUPER SEVEN 2														A	9.5	35	708	1713	320	143	380	248	294	185	12	55	224	105	135	118	36	58	256	124	853	517
SAT. 11.00A 30 CBS CA														B	9.0	35	671	1706	318	125	379	227	294	208	24	51	256	141	186	126	27	53	229	106	842	477
TARZAN AND SUPER SEVEN 3														A	8.7	32	648	1705	337	173	406	273	320	176	10	53	295	177	214	123	24	53	224	86	780	487
SAT. 11.30A 30 CBS CA														B	8.4	33	626	1680	322	132	393	240	310	201	19	56	252	143	190	116	29	54	204	95	831	475
30 MINUTES														A	4.0	14	298	1846	681	124	681	400	447	205	LT	234	448	230	345	286	LT	103	169	80	548	286
1 SAT. 1.30P 30 CBS DN														B	4.2	15	313	1688	464	180	525	285	386	253	22	117	294	160	218	152	26	70	291	129	578	361



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NO. OF STATIONS & PROGRAM COVERAGE										TEENS (12-17)										CHILDREN (2-11)									
WK # DAY START TIME DUR NET TYPE										TOTAL PERSONS (2+)										TOTAL 6-11									
WK 1 WK 2										TOTAL FEM.										TOTAL 6-11									
KEY										TOTAL FEM.										TOTAL 6-11									
AVG. AUD. SHARE %										TOTAL FEM.										TOTAL 6-11									
AVG. AUD. (0,000)										TOTAL FEM.										TOTAL 6-11									
LADY WORK- OF HOUSE WOM.										TOTAL FEM.										TOTAL 6-11									
WOMEN										TOTAL FEM.										TOTAL 6-11									
18- 34										TOTAL FEM.										TOTAL 6-11									
18- 49										TOTAL FEM.										TOTAL 6-11									
25- 54										TOTAL FEM.										TOTAL 6-11									
55- 64										TOTAL FEM.										TOTAL 6-11									
55+										TOTAL FEM.										TOTAL 6-11									
WEEKEND DAYTIME CONT'D																													
WHAT'S NEW, MISTER MAGOO 9 67 64 A 1.5 10 112 1830 348^ LT 357^205v 240v115v LT 117v 410^276v 329^195v LT 81v 134v LT 929^ 572^																													
SUN. 9.00A 30 CBS CA 57 54 B 1.5 10 112 1645 218 LT 230 128 156 118 LT 56 295 139 239 156 LT 46 183 LT 937 534																													
WOMEN'S INT'L TENNIS(S) 127 A 2.7 9 201 1413 506^179v 512^223v 328^185v 125v169v 637^134v 319^323^ 214v308v 154v 40v 110v 84v																													
1 SAT. 3.00P 90 CBS SE 78 A 2.3 8 171 1281^ 473^123v 473^181v 275v153v 198v198v 602^116v 233v239v 223v340v 66v LT 140v 81v																													
3.00 - 3.30 A 2.9 9 216 1449 500^204v 500^236v 342^139v 102v158v 648^ 97v 325^325^ 226v323^ 180v 51v 121v 92v																													
3.30 - 4.00 A 2.8 9 209 1545 573^196v 573^254v 373^277v 86v152v 679^196v 397^397^ 200v282v 202v 62v 91v 91v																													
4.00 - 4.30																													
YOGI'S SPACE RACE I 4 203 202 A 5.4 20 402 1463 175^105^ 227^174^ 202^100^ LT 25v 253^174^ 224^110^ LT 17v 253^144^ 730 433																													
SAT. 11.00A 30 NBC CA 98 98 B 6.1 23 454 1576 275 107 365 271 305 213 25 33 185 107 156 96 LT LT 242 116 784 493																													
YOGI'S SPACE RACE II 4 200 202 A 6.0 22 447 1430 169^ 86^ 231^155^ 190^100^ LT 19v 195^113^ 166^ 96^ LT 22v 227^ 76^ 777 494																													
SAT. 11.30A 30 NBC CA 98 98 B 6.5 25 484 1614 223 70 329 256 279 208 16 23 191 131 168 99 LT 11 223 101 871 539																													

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. NOV. 13, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	<b>ABC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)					10,880 14.6				26,000 34.9								
	AVERAGE AUDIENCE (Households (000) & %)					7,820			Lucan	(OP)				NFL Monday Night Football "OAKLAND VS. CINCINNATI" (9:00-12:08AM)(1)				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					10.5 16 10.4	10.2* 16* 9.9			10.9* 16* 11.5	13,040 30 18.7	19.5* 29* 20.3		20.1* 30* 19.7		20.0* 31* 20.2	18.0* 29* 17.5	
W E E K 2	<b>CBS TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)					21,380 28.7		19,000 25.5		24,440 32.8								
	AVERAGE AUDIENCE (Households (000) & %)					M°A°S°H	(OP)	One Day at a Time						The Word, Part II (9:00-11:00PM)				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19,300 25.9 25.2		17,950 24.1 23.4		16,760 22.5 23.7	23.5* 35 23.3			22.3* 34* 22.3		22.1* 35* 22.0	22.1* 37* 21.8	
W E E K 1	<b>NBC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)					20,560 27.6				22,280 29.9								
	AVERAGE AUDIENCE (Households (000) & %)								Little House On The Prairie	(OP)				NBC Monday Night Movies "BETRAYAL" (9:00-11:00PM)				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17,360 23.3 17.3	22.2* 34* 35		24.5* 36* 36	14,830 19.9 35.1	19.8* 20* 20.3			20.2* 21* 20.1		20.1* 22* 20.0	19.4* 21* 19.4	
W E E K 2	<b>ABC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)					9,760 13.1 20 11.3	11.9* 18* 12.4			15,720 21.1 35 16.8	17.6* 26* 18.3			21.1* 31* 21.7		22.8* 34* 22.5	21.6* 34* 21.5	
	AVERAGE AUDIENCE (Households (000) & %)								Lucan	(OP)				NFL Monday Night Football "MIAMI VS. HOUSTON" (9:00-12:02AM)(1)				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 1	<b>CBS TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)					19,970 26.8				20,930 28.1		17,510 23.5		16,240 21.8				
	AVERAGE AUDIENCE (Households (000) & %)					15,500 20.8 31 21.1	20.8* 31* 20.6			17,950 24.1 36 23.5	16,320 21.9 32 22.0			13,480 18.1 28 18.3		18.2* 28* 18.1	18.1* 29* 17.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 2	<b>NBC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)					21,980 29.5				23,170 31.1								
	AVERAGE AUDIENCE (Households (000) & %)								Little House On The Prairie	(OP)				NBC Monday Night Movies "GREATEST HEROES OF THE BIBLE" Pt. II (9:00-11:00PM)				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18,550 24.9 37 23.1	23.9* 36* 24.8			16,240 21.8 33 21.3	21.6* 32* 21.9			21.6* 32* 21.5		22.7* 35* 23.0	21.2* 35* 20.5	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		59.1	60.3	61.1	61.6	63.8	66.5	67.7	68.8	67.8	67.7	66.4	65.6	63.9	62.7	60.3	58.0	
WK 2		59.4	61.0	61.1	63.5	65.7	66.9	67.4	67.7	67.1	68.4	68.3	67.8	66.1	65.3	62.8	60.1	

U. S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-3 (1) FOR REMAINING RATINGS, SEE OP. PAGES.

EVE. MON. NOV. 20, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. NOV. 14, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						23,540 31.6		23,770 31.9		24,140 32.4		19,590 26.3		17,580 23.6					
	ABC TV								Happy Days	Laverne and Shirley	Three's Company		Taxi	(OP)			Starsky & Hutch			
	AVERAGE AUDIENCE (Households (000) & %)						21,310 28.6		22,500 30.2		22,280 29.9		18,030 24.2		13,740 18.5		18.9*		18.1*	
	SHARE OF AUDIENCE %						45		46		44		37		31		31 *		31 *	
	AVG. AUD. BY 1/4 HR. %						26.7	30.4	30.1	30.2	29.4	30.5	24.5	23.8	19.2	18.5	18.4		17.7	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						13,190 17.7				19,740 26.5									
	CBS TV								Paper Chase	(OP)					The Word, Part III (9:00-11:00PM)					
	AVERAGE AUDIENCE (Households (000) & %)						9,940 13.4	12.9*		14.0*	18.3	17.0*		18.3*		18.8*		19.0*		
	SHARE OF AUDIENCE %						21	20 *		21 *	29	25 *		28 *		30 *		32 *		
	AVG. AUD. BY 1/4 HR. %						12.9	12.9	13.6	14.3	16.7	17.2	18.4	18.2	18.9	18.7	19.1		18.9	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						15,270 20.5				19,370 26.0									
	NBC TV								Lifeline (B)	(OP)					Big Event "LADY OF THE HOUSE" (9:00-11:00PM)					
	AVERAGE AUDIENCE (Households (000) & %)						11,400 15.3	15.0*		15.7*	18.4	16.4*		18.3*		19.5*		19.4*		
	SHARE OF AUDIENCE %						24	24 *		24 *	29	24 *		28 *		32 *		33 *		
	AVG. AUD. BY 1/4 HR. %						15.2	14.7	15.6	15.7	16.0	16.9	18.2	18.3	19.3	19.7	19.7		19.1	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						21,680 29.1		21,230 28.5		22,200 29.8		19,520 26.2		20,040 26.9					
	ABC TV								Happy Days	Laverne and Shirley	Three's Company		Taxi	(OP)			Starsky & Hutch			
	AVERAGE AUDIENCE (Households (000) & %)						19,300 25.9		19,820 26.6		20,340 27.3		17,660 23.7		16,840 22.6		22.5*		22.7*	
	SHARE OF AUDIENCE %						41		40		41		36		37		36 *		39 *	
	AVG. AUD. BY 1/4 HR. %						25.2	26.6	26.4	26.9	26.7	27.8	24.0	23.3	22.4	22.7	23.0		22.3	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						10,500 14.1				18,100 24.3									
	CBS TV								Paper Chase	(OP)					The Pirate Part I (9:00-11:00PM)					
	AVERAGE AUDIENCE (Households (000) & %)						7,900 10.6	10.2*		10.9*	15.8	12.7*		15.2*		17.6*		17.5*		
	SHARE OF AUDIENCE %						16	16 *		17 *	25	19 *		23 *		29 *		30 *		
	AVG. AUD. BY 1/4 HR. %						10.2	10.2	10.8	11.1	12.1	13.3	14.9	15.5	17.5	17.6	17.7		17.3	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						23,690 31.8								14,300 19.2					
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)						15,870 21.3	19.7*		22.1*		21.9*		21.3*	14.7	15.1*		14.4*		
	SHARE OF AUDIENCE %						33	31 *		34 *		33 *		32 *	24	24 *		24 *		
	AVG. AUD. BY 1/4 HR. %						19.3	20.2	22.0	22.3	22.5	21.2	21.8	20.8	15.6	14.6	14.3		14.4	
TV HOUSEHOLDS USING TV (See Def. 1)			WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2
			58.8	60.1	59.8	61.2	62.4	63.9	65.0	65.8	67.7	69.0	66.7	65.2	62.4	61.4	60.1	58.1		
			59.2	60.1	60.7	61.6	62.4	64.1	65.4	66.0	66.3	67.1	66.6	65.9	62.5	60.9	59.8	57.9		

U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. TUE. NOV. 21, 1978



A-6

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. NOV. 15, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					22,050 29.6				24,880 33.4				20,040 26.9				
		AVERAGE AUDIENCE (Households (000) & %)					17,810 23.9	22.6*			21,310 28.6	27.5*			17,140 23.0	23.9*		22.1*	
		SHARE OF AUDIENCE %					37	36 *			43	42 *			45 *	38		38 *	
		AVG. AUD. BY 1/4 HR. %					21.8	23.4	24.9	25.2	26.3	28.7	29.4	29.5	24.6	23.1	22.3	21.8	
W E E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)					16,440 22.1	17,660 23.7			18,920 25.4								
		AVERAGE AUDIENCE (Households (000) & %)					15,050 20.2	16,020 21.5			13,560 18.2	18.4*			17.8*	18.3*		18.2*	
		SHARE OF AUDIENCE %					32	32			29	28 *			27 *	30 *		31 *	
		AVG. AUD. BY 1/4 HR. %					19.8	20.5	20.8	22.2	19.2	17.7	17.8	17.8	18.1	18.5	18.9	17.5	
W E E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)					13,260 17.8				17,580 23.6								
		AVERAGE AUDIENCE (Households (000) & %)					10,280 13.8	13.4*			11,470 15.4	16.0*			15.3*	15.1*		15.3*	
		SHARE OF AUDIENCE %					21	21 *			24	24 *			23 *	25 *		26 *	
		AVG. AUD. BY 1/4 HR. %					13.2	13.6	14.3	13.9	16.2	15.9	15.5	15.0	15.0	15.2	15.5	15.0	
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					21,980 29.5				22,650 30.4				18,850 25.3				
		AVERAGE AUDIENCE (Households (000) & %)					17,880 24.0	23.0*			19,520 26.2	25.2*			15,720 21.1	21.4*		20.7*	
		SHARE OF AUDIENCE %					39	39 *			40	39 *			41 *	33 *		34 *	
		AVG. AUD. BY 1/4 HR. %					22.3	23.7	24.8	25.3	24.7	25.7	27.3	27.2	21.3	21.5	21.0	20.5	
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					11,850 15.9	11,030 14.8			16,910 22.7								
		AVERAGE AUDIENCE (Households (000) & %)					10,430 14.0	10,130 13.6			11,320 15.2	14.1*			14.4*	16.0*		16.1*	
		SHARE OF AUDIENCE %					24	22			24	22 *			22 *	25 *		27 *	
		AVG. AUD. BY 1/4 HR. %					14.0	14.0	13.3	13.9	13.9	14.4	14.3	14.4	15.9	16.2	16.3	15.8	
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					21,980 29.5								22,350 30.0				
		AVERAGE AUDIENCE (Households (000) & %)					14,750 19.8	16.1*			19,6*	21.7*			16,760 22.5	23.9*		21.2*	
		SHARE OF AUDIENCE %					31	27 *			31 *	34 *			33 *	37 *		35 *	
		AVG. AUD. BY 1/4 HR. %					15.3	16.9	19.3	19.9	21.8	21.7	21.8	22.0	24.4	23.3	21.8	20.6	
TV HOUSEHOLDS USING TV WK 1			56.5	58.3	58.9	60.8	62.5	64.1	65.9	66.9	65.7	66.3	66.7	66.2	62.4	60.7	59.8	57.1	
(See Def. 1) WK 2			56.1	57.0	56.3	57.3	58.2	60.1	61.9	63.4	63.7	64.8	66.3	66.6	64.7	63.5	61.3	59.2	

U. S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-7

EVE. WED. NOV. 22, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. NOV. 16, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					23,240 31.2		21,010 28.2		29,350 39.4								
		AVERAGE AUDIENCE (Households (000) & %)					21,160 28.4		19,520 26.2		21,900 29.4								
		SHARE OF AUDIENCE %					44		41		47								
		AVG. AUD. BY 1/4 HR. %					27.3	29.5	25.6	26.7	29.4	29.8	29.4	29.3	29.9	30.4	29.2	27.8	
	CBS TV	TOTAL AUDIENCE (Households (000) & %)					15,870 21.3				13,110 17.6				15,500 20.8				
		AVERAGE AUDIENCE (Households (000) & %)					12,740 17.1				10,730 14.4				12,960 17.4				
		SHARE OF AUDIENCE %					27				22				22				
		AVG. AUD. BY 1/4 HR. %					16.0	16.9	17.8	17.7	14.3	14.5	14.6	14.1	16.9	17.4	18.1	17.1	
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					13,860 18.6				15,870 21.3				9,760 13.1				
		AVERAGE AUDIENCE (Households (000) & %)					10,800 14.5				13,560 18.2				7,080 9.5				
		SHARE OF AUDIENCE %					23				28				16				
		AVG. AUD. BY 1/4 HR. %					14.0	13.7	15.1	15.2	17.1	18.2	18.6	18.8	10.8	9.3	9.1	8.9	
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					17,210 23.1		15,200 20.4		15,050 20.2		15,050 20.2		15,790 21.2				
		AVERAGE AUDIENCE (Households (000) & %)					15,940 21.4		14,160 19.0		13,560 18.2		13,560 18.2		13,110 17.6				
		SHARE OF AUDIENCE %					42		35		33		32		32				
		AVG. AUD. BY 1/4 HR. %					20.8	21.9	18.8	19.2	17.9	18.5	17.8	18.5	17.2	17.4	17.8	17.9	
	CBS TV	TOTAL AUDIENCE (Households (000) & %)	4,540 6.1				14,600 19.6				16,760 22.5				17,730 23.8				
		AVERAGE AUDIENCE (Households (000) & %)	4,020 5.4				11,850 15.9				13,260 17.8				14,830 19.9				
		SHARE OF AUDIENCE %	12				30				32			33	37				
		AVG. AUD. BY 1/4 HR. %	5.3	5.4			14.0	15.4	16.8	17.4	16.4	16.9	18.6	19.2	19.3	20.1	20.4	19.8	
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					15,790 21.2								11,470 15.4				
		AVERAGE AUDIENCE (Households (000) & %)					9,980 13.4								8,570 11.5				
		SHARE OF AUDIENCE %					25								25				
		AVG. AUD. BY 1/4 HR. %					11.2	11.4	13.9	14.0	14.2	14.0	14.2	14.0	11.0	10.9	11.5	12.5	
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	56.7	58.1	58.1	60.4	63.1	65.0	63.9	64.9	65.3	66.5	66.4	66.0	62.3	61.0	59.9	57.0	
		WK 2	44.9	45.9	46.2	48.2	50.4	52.3	53.9	55.1	55.3	55.6	56.6	57.5	53.8	54.1	54.6	54.2	

U. S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. NOV. 17, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	<b>ABC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
	<b>CBS TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
W E E K 2	<b>ABC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
	<b>CBS TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
W E E K 2	<b>NBC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
	<b>ABC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
W E E K 2	<b>CBS TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
	<b>NBC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
<b>TV HOUSEHOLDS USING TV</b>																		
(See Def. 1)																		
<b>WK 1</b>		53.8	55.8	55.5	57.3	59.8	61.6	61.9	62.8	62.5	62.5	63.2	62.3	60.0	59.2	58.2	56.4	
<b>WK 2</b>		51.2	52.8	52.2	53.3	54.3	55.9	56.5	56.7	56.6	57.7	58.2	57.8	57.1	56.8	56.1	55.3	

U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. FRI. NOV. 24, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. NOV. 18, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						24,590 33.0								20,340 27.3				
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						17,430								17,280				
	SHARE OF AUDIENCE %						23.4								23.2				
	AVG. AUD. BY 1/4 HR. %						40								41				
							20.7	21.7	22.7	23.2	25.4	24.5	24.9	24.5	22.6	23.1	24.1	23.0	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						22,870 30.7												
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)						13,930								19,7*				
	SHARE OF AUDIENCE %						18.7	18.4*		18.1*		19.7*		19.7*	33 *		18.9*		17.2*
	AVG. AUD. BY 1/4 HR. %						32	32 *	30 *		33 *	20.0	19.9	19.4	19.4	18.5	17.9	16.4	
							18.5	18.3	18.3	18.0	19.4								
WEEK 3	TOTAL AUDIENCE (Households (000) & %)						13,410 18.0				9,830 13.2				9,240 12.4				
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						10,210				7,520				7,080				
	SHARE OF AUDIENCE %						13.7	13.6*		13.7*	10.1	10.2*		10.0*	9.5	9.4*		9.6*	
	AVG. AUD. BY 1/4 HR. %						23	23 *	23 *	17	17 *	17 *	10.0	10.1	9.4	9.4	9.2	10.0	
							13.3	13.9	13.8	13.6	10.4	10.0							
WEEK 4	TOTAL AUDIENCE (Households (000) & %)						13,630 18.3		12,890 17.3		19,740 26.5				17,660 23.7				
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						11,850		11,990		17,060				14,300				
	SHARE OF AUDIENCE %						15.9		16.1		22.9				19.2		19.7*		18.8*
	AVG. AUD. BY 1/4 HR. %						28		28		38	22.6*		23.3*	33	34 *		33 *	
							15.3	16.5	15.8	16.5	22.2	23.0	23.3	23.4	20.1	19.3	18.8	18.8	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)						14,300 19.2				20,410 27.4								
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)						11,400				16,170				21.6*		22.2*		22.3*
	SHARE OF AUDIENCE %						15.3	14.8*		15.9*	21.7	20.7*		21.6*	36 *	38 *	38 *	39 *	
	AVG. AUD. BY 1/4 HR. %						26	26 *	27 *	37	35 *	35 *	21.5	21.7	22.2	22.3	22.3	22.1	
							15.1	14.5	15.6	16.1	20.5	20.9							
WEEK 6	TOTAL AUDIENCE (Households (000) & %)						16,990 22.8				15,350 20.6								
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						14,080				9,830								
	SHARE OF AUDIENCE %						18.9	18.2*		19.6*	13.2	12.1*		12.2*		14.0*		14.5*	
	AVG. AUD. BY 1/4 HR. %						33	32 *	34 *	22	20 *	20 *	12.0	20 *		24 *		25 *	
							17.7	18.6	19.7	19.5	12.3								
U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subsequent hours)																			

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U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(1) "NCAA FOOTBALL GAME-2", ABC, (4:00-5:40PM)(5:45-7:31PM).

(2) PROMO FILL, CBS, (10:53-11:00PM)(SUS.).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

EVE. SAT. NOV. 25, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. NOV. 19, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)		11,180 15.0				18,550 24.9				27,340 36.7								
ABC TV		Hardy Boys Mysteries → Battlestar: Galactica → (OP) → ABC Sunday Night Movie "PEARL" Pt. III (9:00-10:53PM)																
AVERAGE AUDIENCE (Households (000) & %)		8,490 11.4	10.7*		12.1*	14,080 18.9	17.1*		20.6*	21,610 29.0	27.6*		29.9*			29.7*		28.8*
SHARE OF AUDIENCE %		17	16 *		18 *	27	25 *		29 *	42	39 *		42 *			44 *		46 *
AVG. AUD. BY ¼ HR. %		10.6	10.9	11.5	12.7	16.3	17.9	20.5	20.7	26.5	28.7	29.9	29.9	29.9	29.9	29.5	29.7	27.1
TOTAL AUDIENCE (Households (000) & %)		22,950 30.8				20,340 27.3		23,840 32.0		18,630 25.0				15,200 20.4				
CBS TV		60 Minutes → All In The Family → Alice → (OP) → Lucy Comes to Nashville (9:00-10:00PM) → Dallas																
AVERAGE AUDIENCE (Households (000) & %)		18,770 25.2	24.1*		26.2*	18,700 25.1		21,830 29.3		15,050 20.2	20.5*		19.8*		12,070 16.2	16.5*		15.9*
SHARE OF AUDIENCE %		38	37 *		39 *	36		42		28	29 *		28 *		25	24 *		25 *
AVG. AUD. BY ¼ HR. %		22.7	25.6	26.6	25.9	23.4	26.7	28.8	29.8	20.7	20.3	19.8	19.9	16.8	16.3	15.7		16.0
TOTAL AUDIENCE (Households (000) & %)		26,370 35.4						24,960 33.5										
NBC TV		Wonderful World of Disney → (OP) → Big Event "MICKEY'S 50TH ANNIVERSARY" → "GREATEST HEROES OF THE BIBLE" Pt. I (8:30-11:00PM)																
AVERAGE AUDIENCE (Households (000) & %)		18,770 25.2	24.4*		26.8*		24.2*	15,050 20.2	18.4*		21.8*		20.9*		20.5*		19.5*	
SHARE OF AUDIENCE %		38	38 *		40 *		35 *	29	26 *		30 *		29 *		30 *		31 *	
AVG. AUD. BY ¼ HR. %		23.4	25.4	26.4	27.3	25.9	22.6	18.3	18.4	21.9	21.6	21.1	20.6	21.0	19.9	18.9	20.2	
TOTAL AUDIENCE (Households (000) & %)		12,770 17.2				17,360 23.3				19,970 26.8								
ABC TV		Hardy Boys Mysteries → Battlestar: Galactica → (OP) → ABC Sunday Night Movie "A QUESTION OF LOVE" (9:00-11:00PM)																
AVERAGE AUDIENCE (Households (000) & %)		9,690 13.0	11.8*		14.2*	14,160 19.0	18.6*		19.4*	14,680 19.7	19.3*		19.8*		19.9*		19.8*	
SHARE OF AUDIENCE %		20	18 *		21 *	28	27 *		28 *	30	29 *		30 *		31 *		32 *	
AVG. AUD. BY ¼ HR. %		10.8	12.8	13.9	14.4	18.3	19.0	19.5	19.3	18.9	19.7	20.0	19.7	19.9	19.9	20.3	19.3	
TOTAL AUDIENCE (Households (000) & %)		26,150 35.1				22,500 30.2		22,130 29.7		18,180 24.4				15,940 21.4				
CBS TV		60 Minutes → All In The Family → Alice → (OP) → Kaz → Dallas																
AVERAGE AUDIENCE (Households (000) & %)		22,050 29.6	27.9*		31.2*	21,010 28.2		20,790 27.9		15,350 20.6	20.8*		20.4*		13,190 17.7	18.4*		17.0*
SHARE OF AUDIENCE %		45	43 *		47 *	42		40		31	31 *		31 *		28	29 *		27 *
AVG. AUD. BY ¼ HR. %		24.8	31.0	31.4	31.1	27.9	28.4	28.0	27.7	21.1	20.4	20.5	20.2	18.9	17.9	17.0	17.0	
TOTAL AUDIENCE (Households (000) & %)		15,940 21.4				25,480 34.2												
NBC TV		(2) → Wonderful World of Disney → (OP) → Big Event "SUPERDAD" Pt. I (7:12-8:00PM) → "A FIRE IN THE SKY" (8:00-11:00PM)																
AVERAGE AUDIENCE (Households (000) & %)		12,890 17.3			17.5*	16,460 22.1	18.3*		19.5*		22.9*		23.4*		24.7*		24.1*	
SHARE OF AUDIENCE %		26			26 *	33	27 *		28 *		34 *		35 *		38 *		39 *	
AVG. AUD. BY ¼ HR. %		17.9	16.6	17.1	17.9	18.5	18.1	19.1	19.8	23.2	22.6	22.9	23.8	24.5	24.9	24.7	23.6	
TV HOUSEHOLDS USING TV		64.0	65.7	66.7	67.3	68.1	70.0	70.2	70.9	71.1	71.9	72.3	71.8	69.0	66.5	64.4	60.6	
(See Def. 1)		63.4	65.4	65.8	66.8	67.6	68.2	69.3	69.7	67.8	67.0	67.1	66.5	64.7	64.2	63.1	61.0	
U.S. TV Households: 74,500,000		Half-hour ratings (for immediately preceding and subject quarter-hours).																
A-15		(R) Report on...																

U.S. TV Households: 74,500,000

 A-15 ~ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION. (1) PROMO FILL, CBS, (10:53-11:00PM)(SUS.).  
 (2) NFL FOOTBALL GAME 2-NBC, NBC, (4:00-7:12PM), FOR REMAINING RATINGS, SEE OP PAGES.

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. SUN. NOV. 26, 1978



SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45
W E K 1	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 5,360 7.2 AVERAGE AUDIENCE (Households (000) & %) { 5,140 6.9 SHARE OF AUDIENCE % 14 AVG. AUD. BY ¼ HR. % 6.9																	
	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 5,290 7.1 AVERAGE AUDIENCE (Households (000) & %) { 5,140 6.9 SHARE OF AUDIENCE % 14 AVG. AUD. BY ¼ HR. % 6.9																	
	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 3,730 5.0 AVERAGE AUDIENCE (Households (000) & %) { 2,090 2.8 SHARE OF AUDIENCE % 17 AVG. AUD. BY ¼ HR. % 4.2																	
	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 6,560 8.8 AVERAGE AUDIENCE (Households (000) & %) { 6,260 8.4 SHARE OF AUDIENCE % 17 AVG. AUD. BY ¼ HR. % 8.4																	
W E K 2	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 5,740 7.7 AVERAGE AUDIENCE (Households (000) & %) { 5,440 7.3 SHARE OF AUDIENCE % 15 AVG. AUD. BY ¼ HR. % 7.3																	
	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 5,510 7.4 AVERAGE AUDIENCE (Households (000) & %) { 2,760 3.7 SHARE OF AUDIENCE % 18 AVG. AUD. BY ¼ HR. % 5.4																	
	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 5,360 7.2 AVERAGE AUDIENCE (Households (000) & %) { 5,140 6.9 SHARE OF AUDIENCE % 14 AVG. AUD. BY ¼ HR. % 6.9																	
	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 5,290 7.1 AVERAGE AUDIENCE (Households (000) & %) { 5,140 6.9 SHARE OF AUDIENCE % 14 AVG. AUD. BY ¼ HR. % 6.9																	
<b>TV HOUSEHOLDS USING TV</b>		<b>WK 1</b>	50.1	42.2	36.3	31.6	25.4	22.0	19.2	34.3	30.7	27.4	25.0	21.3	18.5	16.1	14.0	12.2	
		<b>WK 2</b>	50.8	43.4	33.1	27.7	23.3	21.5	18.9	37.7	35.1	31.1	27.3	24.0	21.3	18.4	16.3	14.5	

U. S. TV Households: 74,500,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

SUN. 11:00 P.M.—12:45 A.M.

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

MON.-FRI. 11:30 P.M.—1:45 A.M.



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV. 13-17, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)			3,200 4.3				3,950 5.3										
AVERAGE AUDIENCE (Households (000) & %)			2,460 3.3				3,280 4.4										
SHARE OF AUDIENCE %			20				23										
AVG. AUD. BY 1/4 HR. %			3.1	3.5			4.3	4.5									
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)		3,280 4.4			4,400 5.9								4,470 6.0		5,220 7.0		
AVERAGE AUDIENCE (Households (000) & %)		2,090 2.8			2,680 3.6								3,730 5.0		4,320 5.8		
SHARE OF AUDIENCE %		18			18 *								26		29		
AVG. AUD. BY 1/4 HR. %		2.7	2.9		3.0		3.3	3.9					4.7	5.3	5.6	5.9	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)			4,770 6.4				4,690 6.3						3,730 5.0		3,580 4.8		
AVERAGE AUDIENCE (Households (000) & %)			3,800 5.1				3,730 5.0						3,130 4.2		3,050 4.1		
SHARE OF AUDIENCE %			28				28						22		21		
AVG. AUD. BY 1/4 HR. %			5.1	5.1			4.9	5.1					4.1	4.4	4.0	4.3	
<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)			2,910 3.9				3,650 4.9										
AVERAGE AUDIENCE (Households (000) & %)			2,240 3.0				3,050 4.1										
SHARE OF AUDIENCE %			20				20										
AVG. AUD. BY 1/4 HR. %			2.8	3.2			3.9	4.3									
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)		2,610 3.5			3,870 5.2								5,140 6.9		5,960 8.0		
AVERAGE AUDIENCE (Households (000) & %)		1,560 2.1			2,610 3.5								4,320 5.8		5,070 6.8		
SHARE OF AUDIENCE %		15			14 *								27		31		
AVG. AUD. BY 1/4 HR. %		2.0	2.0		2.3		3.3	3.8					5.5	6.1	6.6	6.9	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)			4,250 5.7				4,840 6.5						4,100 5.5		4,250 5.7		
AVERAGE AUDIENCE (Households (000) & %)			3,500 4.7				3,950 5.3						3,500 4.7		3,800 5.1		
SHARE OF AUDIENCE %			30				29						22		23		
AVG. AUD. BY 1/4 HR. %			4.7	4.8			5.2	5.3					4.5	4.9	5.0	5.2	
<b>TV HOUSEHOLDS USING TV WK 1</b>	7.4	10.2	13.1	14.4	15.2	17.0	17.6	18.1	18.8	19.4	19.9	20.0	19.6	20.0	19.9	20.3	
<b>(See Def. 1)</b>	6.7	8.9	11.3	13.0	14.7	16.4	17.5	18.7	20.6	22.6	23.4	24.2	24.4	25.2	25.6	26.5	

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U. S. TV Households: 74,500,000

(1) "NBC NEWS UPDATE", (SUS);

(2) "CAPTAIN KANGAROO" (B), CBS, THU., (8:00-9:00AM), FOR RATINGS, SEE OP. PAGES.

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY MON.-FRI. NOV. 20-24, 1978

# NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV. 13-17, 1978

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W E K 1	<b>TOTAL AUDIENCE</b> (Households (000) & %)	4,840 6.5		7,600 10.2		4,770 6.4		6,260 8.4		8,490 11.4				7,230 9.7				
	<b>ABC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	4,100 5.5		6,560 8.8		4,020 5.4		5,510 7.4		6,480 8.7				5,660 7.6				
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>	27 5.2	5.9	38 8.4	9.2	23 5.3	5.5	30 7.2	7.5	33 8.9	9.1	35 * 9.1	32 * 8.4	28 7.2	27 * 7.3	29 * 7.9	29 * 7.9	
W E K 2	<b>TOTAL AUDIENCE</b> (Households (000) & %)	5,360 7.2		4,620 6.2		6,710 9.0		5,810 7.8				7,380 9.9					7,380 9.9	
	<b>CBS TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	4,690 6.3		4,100 5.5		5,960 8.0		5,290 7.1				5,660 7.6	6.9* 7.2			8.2* 8.2	5,740 7.7	7.9* 7.9
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>	31 6.1	6.5	24 5.5	5.7	33 7.8	8.1	29 7.1	7.1			28 6.7	26 * 7.2			30 * 8.1	28 7.9	29 * 7.9
W E K 3	<b>TOTAL AUDIENCE</b> (Households (000) & %)	4,470 6.0		4,840 6.5		4,320 5.8				3,280 4.4		6,560 8.8					4,920 6.6	
	<b>NBC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	3,870 5.2		4,170 5.6		2,530 3.4	3.8* 3.9		3.1* 3.2	2,760 3.7		5,070 6.8	6.6* 6.8			7.0* 6.9	4,400 5.9	
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>	26 5.1	5.2	25 5.6	5.6	14 3.6	16 * 3.9		13 * 3.1	14 3.6	3.8	25 6.4	25 * 6.8			26 * 7.0	22 5.8	6.0
W E K 4	<b>TOTAL AUDIENCE</b> (Households (000) & %)	5,960 8.0		7,300 9.8		5,220 7.0		6,410 8.6		7,820 10.5				6,630 8.9				
	<b>ABC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	5,140 6.9		6,330 8.5		4,400 5.9		5,510 7.4		5,960 8.0				4,920 6.6				
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>	25 6.6	7.1	30 8.2	8.9	21 5.8	6.0	26 7.4	7.5	27 8.0	8.1* 8.3	7.7* 7.9	7.6* 7.6	22 6.4	6.4* 6.3	21 * 6.9	23 * 6.9	
W E K 5	<b>TOTAL AUDIENCE</b> (Households (000) & %)	6,260 8.4		4,840 6.5		6,630 8.9		5,740 7.7				8,120 10.9					7,970 10.7	
	<b>CBS TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	5,360 7.2		4,400 5.9		5,890 7.9		5,140 6.9				6,030 8.1	7.5* 7.8			8.6* 8.7	6,180 8.3	8.4* 8.4
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>	31 6.9	7.4	24 5.8	6.0	31 7.7	8.1	26 7.0	6.9			28 7.3	26 * 7.8			30 * 8.5	28 8.4	29 * 8.4
W E K 6	<b>TOTAL AUDIENCE</b> (Households (000) & %)	4,840 6.5		5,590 7.5		5,510 7.4				3,580 4.8		7,230 9.7					5,440 7.3	
	<b>NBC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	4,320 5.8		4,920 6.6		2,980 4.0	4.3* 4.3		3.7* 3.7	3,050 4.1		5,440 7.3	6.9* 7.2			7.6* 7.7	4,990 6.7	
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>	25 5.8	5.9	27 6.6	6.7	15 4.4	17 * 4.3		14 * 3.7	15 3.9	4.2	25 6.7	24 * 7.2			26 * 7.5	23 6.8	6.6
<b>TV HOUSEHOLDS USING TV</b>																		
(See Def. 1)																		
WK 1		20.3	21.4	22.6	23.6	23.9	24.8	24.6	25.1	25.6	26.2	26.2	26.9	26.8	27.1	27.2	28.1	
WK 2		27.2	28.0	28.5	29.2	28.6	29.2	28.6	29.0	28.9	29.4	29.7	30.0	29.4	30.3	30.5	31.3	
U.S. TV Households: 74,500,000																		
* Half-hour ratings (for immediately preceding and subsequent hours)																		



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV. 13-17, 1978

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00		
W	<b>TOTAL AUDIENCE</b> (Households (000) & %)		8,120 10.9					5,070 6.8										9,830 13.2			
	<b>ABC TV</b>		General Hospital				Edge of Night		Special (OP)				ABC World News Tonight								
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)		6,180					4,470										8,420			
	<b>SHARE OF AUDIENCE %</b>		8.3		7.9*			8.6*										11.3			
	<b>AVG. AUD. BY 1/4 HR. %</b>		28 7.9		28 8.0		28 8.5	19 8.7										21 10.7	11.8		
E	<b>TOTAL AUDIENCE</b> (Households (000) & %)				5,960 8.0			4,400 5.9										11,850 15.9			
	<b>CBS TV</b>		Guiding Light		M*A*S*H		Match Game '78		CBS Evening News with Walter Cronkite												
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)				4,990		3,730											10,730			
	<b>SHARE OF AUDIENCE %</b>				7.6*		6.7	5.0										14.4			
	<b>AVG. AUD. BY 1/4 HR. %</b>				27 7.6		22 6.4	16 7.1										26 14.2	14.6		
K	<b>TOTAL AUDIENCE</b> (Households (000) & %)		7,380 9.9															10,950 14.7			
	<b>NBC TV</b>		Another World (1)				NBC Nightly News														
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)		5,360															9,690			
	<b>SHARE OF AUDIENCE %</b>		7.2		6.5*		7.9*											13.0			
	<b>AVG. AUD. BY 1/4 HR. %</b>		24 6.4		23 6.6		26 7.8	24 7.9										24 12.7	13.3		
W	<b>TOTAL AUDIENCE</b> (Households (000) & %)		7,520 10.1					4,770 6.4										8,940 12.0			
	<b>ABC TV</b>		General Hospital M-TH (S)(OP)				Edge of Night M-TH (S)(OP)		ABC World News Tonight												
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)		5,440					4,250										7,820			
	<b>SHARE OF AUDIENCE %</b>		7.3		7.1*		7.6*	5.7										10.5			
	<b>AVG. AUD. BY 1/4 HR. %</b>		23 7.0		23 7.2		24 7.4	17 7.9										20 10.2	10.9		
E	<b>TOTAL AUDIENCE</b> (Households (000) & %)				6,710 9.0			4,250 5.7										12,070 16.2			
	<b>CBS TV</b>		Guiding Light MTUWF (S)(OP)		M*A*S*H MTUWF (S)(OP)		Match Game '78 MTUWF (S)(OP)		CBS Evening News with Walter Cronkite MTUWF (S)(OP)												
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)				5,740		3,730											10,730			
	<b>SHARE OF AUDIENCE %</b>				8.2*		7.7	5.0										14.4			
	<b>AVG. AUD. BY 1/4 HR. %</b>				27 8.3		24 8.2	15 7.3										27 14.3	14.6		
K	<b>TOTAL AUDIENCE</b> (Households (000) & %)		7,750 10.4															11,770 15.8			
	<b>NBC TV</b>		Another World MTUWF (S)(OP)(1)				NBC Nightly News														
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)		5,660															10,280			
	<b>SHARE OF AUDIENCE %</b>		7.6		7.2*		8.0*											13.8			
	<b>AVG. AUD. BY 1/4 HR. %</b>		25 7.0		24 7.4		25 7.9	25 8.1										26 13.6	14.1		
<b>TV HOUSEHOLDS USING TV WK 1</b>			28.2	29.3	30.0	31.9	32.2	33.8	34.8	37.1	38.7	41.5	44.1	47.4	50.3	52.9	53.9	55.5			
<b>(See Def. 1) WK 2</b>			31.7	32.2	32.1	33.4	33.5	34.6	35.5	37.0	38.6	40.9	43.0	45.0	48.3	50.3	51.3	52.6			

U.S. TV Households: 74,500,000

A-23 (1) "NBC NEWS UPDATE", (SUS.), Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY MON.-FRI. NOV. 20-24, 1978



# NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. NOV. 18, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					4,170 5.6		4,540 6.1		5,960 8.0		5,220 7.0		5,440 7.3		5,960 8.0		
AVERAGE AUDIENCE (Households (000) & %)					Scooby's All-Stars I	(OP)	Scooby's All-Stars II		Scooby's All-Stars III	(OP)	Challenge of the Superfriends I		Challenge of the Superfriends 2		Challenge of the Superfriends 3	(OP)	
SHARE OF AUDIENCE %					3,350 4.5		3,800 5.1		5,140 6.9		4,250 5.7		4,690 6.3		4,990 6.7		
AVG. AUD. BY ¼ HR. %					25 4.3	4.7	22 4.7	5.4	26 7.0	6.8	23 5.7	5.8	25 6.2	6.3	26 6.8	6.6	
<b>E</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					4,250 5.7		6,030 8.1		6,480 8.7		8,940 12.0		8,720 11.7		7,300 9.8		
AVERAGE AUDIENCE (Households (000) & %)					All New Popeye Hour I	(OP)	All New Popeye Hour II	(OP)	Bugs Bunny/ Road Runner I	(OP)	Bugs Bunny/ Road Runner 2	(OP)	Bugs Bunny/ Road Runner 3	(OP)	Tarzan & the Super Seven I		
SHARE OF AUDIENCE %					3,280 4.4		4,920 6.6		5,660 7.6		7,520 10.1		7,380 9.9		6,330 8.5		
AVG. AUD. BY ¼ HR. %					30 4.0	4.8	33 6.0	7.1	32 7.1	8.2	39 10.0	10.2	38 10.1	9.7	32 8.7	8.3	
<b>K</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					2,380 3.2		4,320 5.8		4,690 6.3		5,810 7.8		6,030 8.1		6,560 8.8		
AVERAGE AUDIENCE (Households (000) & %)					Land of the Lost (SUS.)		Galaxy Goof-Ups		Fantastic Four		Godzilla Super 90 I		Godzilla Super 90 II		Godzilla Super 90 III	(OP)	Daffy Duck (OP)
SHARE OF AUDIENCE %					1,860 2.5		3,350 4.5		4,100 5.5		5,140 6.9		5,360 7.2		5,510 7.4		
AVG. AUD. BY ¼ HR. %					18 2.3	2.6	23 4.1	5.0	24 5.1	5.9	27 6.9	6.9	28 7.2	7.1	28 7.4	7.5	
<b>1</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					2,760 3.7		5,140 6.9		5,890 7.9		4,620 6.2		5,590 7.5		7,000 9.4		
AVERAGE AUDIENCE (Households (000) & %)					Scooby's All-Stars I	(OP)	Scooby's All-Stars II		Scooby's All-Stars III	(OP)	Challenge of the Superfriends I		Challenge of the Superfriends 2		Challenge of the Superfriends 3	(OP)	
SHARE OF AUDIENCE %					2,240 3.0		3,730 5.0		4,540 6.1		4,020 5.4		4,770 6.4		5,740 7.7		
AVG. AUD. BY ¼ HR. %					18 2.5	3.4	24 5.2	4.9	25 6.2	6.0	24 5.0	5.8	26 6.0	6.8	29 7.4	8.0	
<b>E</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					4,020 5.4		6,330 8.5		7,230 9.7		8,340 11.2		9,460 12.7		7,520 10.1		
AVERAGE AUDIENCE (Households (000) & %)					All New Popeye Hour I	(OP)	All New Popeye Hour II	(OP)	Bugs Bunny/ Road Runner I	(OP)	Bugs Bunny/ Road Runner 2	(OP)	Bugs Bunny/ Road Runner 3	(OP)	Tarzan & the Super Seven I		
SHARE OF AUDIENCE %					3,130 4.2		5,140 6.9		5,810 7.8		7,600 10.2		7,900 10.6		6,560 8.8		
AVG. AUD. BY ¼ HR. %					34 3.4	5.0	40 6.8	7.0	37 7.1	8.5	41 9.9	10.5	39 10.9	10.3	31 8.9	8.7	
<b>K</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					1,860 2.5		2,910 3.9		4,770 6.4		5,220 7.0		5,810 7.8		6,030 8.1		
AVERAGE AUDIENCE (Households (000) & %)					Land of the Lost (SUS.)		Galaxy Goof-Ups		Fantastic Four		Godzilla Super 90 I		Godzilla Super 90 II		Godzilla Super 90 III	(OP)	Daffy Duck (OP)
SHARE OF AUDIENCE %					1,340 1.8		2,460 3.3		3,730 5.0		4,400 5.9		4,840 6.5		5,140 6.9		
AVG. AUD. BY ¼ HR. %					16 1.5	2.1	20 2.7	3.8	25 4.8	5.1	26 5.8	6.1	25 6.6	6.3	25 6.6	7.2	
<b>2</b>																	
<b>TV HOUSEHOLDS USING TV WK 1</b>					5.1	6.5	9.0	10.9	13.6	15.9	18.6	21.6	22.9	24.1	25.1	26.0	26.2
(See Def. 1)					4.7	5.6	7.0	8.5	10.8	13.8	16.2	18.4	20.1	22.1	24.3	26.0	27.2
<b>WK 2</b>					5.1	6.5	9.0	10.9	13.6	15.9	18.6	21.6	22.9	24.1	25.1	26.0	26.2
					4.7	5.6	7.0	8.5	10.8	13.8	16.2	18.4	20.1	22.1	24.3	26.0	27.2

U.S. TV Households: 74,500,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SAT. NOV. 25, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. NOV. 18, 1978

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
<b>TOTAL AUDIENCE</b> (Households (000) & %)		6,110 8.2		4,840 6.5		5,290 7.1		14,600 19.6										
<b>ABC TV</b>																		
<b>AVERAGE AUDIENCE</b> (Households (000) & %)																		
<b>SHARE OF AUDIENCE %</b>																		
<b>AVG. AUD. BY 1/4 HR. %</b>																		
W E K 1	<b>TOTAL AUDIENCE</b> (Households (000) & %)	8,720 11.7		7,600 10.2		6,030 8.1		5,660 7.6		4,250 5.7		3,580 4.8						
	<b>ABC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
	<b>SHARE OF AUDIENCE %</b>																	
W E K 2	<b>TOTAL AUDIENCE</b> (Households (000) & %)	4,770 6.4		5,220 7.0		4,470 6.0		4,620 6.2										
	<b>ABC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
	<b>SHARE OF AUDIENCE %</b>																	
W E K 2	<b>TOTAL AUDIENCE</b> (Households (000) & %)	6,180 8.3		5,440 7.3		5,360 7.2		8,270 11.1	20,710 27.8									
	<b>ABC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
	<b>SHARE OF AUDIENCE %</b>																	
W E K 2	<b>TOTAL AUDIENCE</b> (Households (000) & %)	8,790 11.6		7,750 10.4		6,780 9.1		6,930 9.3		4,250 5.7		4,250 5.7						
	<b>ABC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
	<b>SHARE OF AUDIENCE %</b>																	
W E K 2	<b>TOTAL AUDIENCE</b> (Households (000) & %)	5,440 7.3		5,740 7.7		5,890 7.9		4,920 6.6										
	<b>ABC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
	<b>SHARE OF AUDIENCE %</b>																	
<b>TV HOUSEHOLDS USING TV</b>		26.2	25.6	25.4	25.9	24.8	25.1	25.2	25.8	26.2	26.7	28.0	28.3	27.9	28.3	28.2	28.8	
(See Def. 1)		28.6	28.7	28.9	29.5	29.9	30.2	30.5	31.0	32.2	32.9	34.0	34.6	34.2	34.9	35.4	36.9	

U.S. TV HOUSEHOLDS: 74,300,000

(1) "NCAA FOOTBALL PRE GAME", ABC, (12:30-12:44PM), FOR RATINGS, SEE OP PAGES.

(2) "NCAA FOOTBALL PRE GAME", ABC, (12:30-12:50PM), FOR REMAINING RATINGS, SEE OP PAGES.

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SAT. NOV. 25, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. NOV. 18, 1978

[illegible]

U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).  
 A-29 ~ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION. (2) "NCAA FOOTBALL POST GAME", ABC, (3:47-4:00PM).  
 (1) FOR REMAINING RATINGS, SEE OF PAGES. (3) NEWS FILL, ABC, (5:40-5:45PM)(EUS).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SAT. NOV. 25, 1978.



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. NOV. 19, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>TV HOUSEHOLDS USING TV</b>																	
WK 1	4.0	4.9	6.2	7.7	8.9	10.0	12.4	13.8	16.1	17.8	18.6	19.5	21.2	21.6	21.5	22.1	
(See Def. 1)	3.3	3.6	3.9	4.6	6.2	8.2	9.8	11.5	13.7	15.0	16.0	17.8	19.7	21.2	21.9	22.9	

U. S. TV Households: 74,500,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SUN. NOV. 26, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. NOV. 19, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	3,350 4.5		2,910 3.9		2,910 3.9		3,950 5.3										
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)			3,870 5.2				7,820 10.5		21,750 29.2								
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					2,980 4.0		3,200 4.3		20,120 27.0								
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	3,430 4.6		2,610 3.5		3,210 4.3		3,240 4.4										
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)			4,250 5.7				6,930 9.3		23,020 30.9								
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					3,200 4.3		4,990 6.7		14,600 19.6								
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
<b>E</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	2,910 3.9		2,160 2.9		2,530 3.4		2,460 3.3										
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)			3,130 4.2				5,510 7.4		12,410 17.2								
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					3,200 4.3		4,990 6.7		14,600 19.6								
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
<b>K</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	2,910 3.9		2,160 2.9		2,530 3.4		2,460 3.3										
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)			3,130 4.2				5,510 7.4		12,410 17.2								
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					3,200 4.3		4,990 6.7		14,600 19.6								
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
<b>2</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	2,910 3.9		2,160 2.9		2,530 3.4		2,460 3.3										
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)			3,130 4.2				5,510 7.4		12,410 17.2								
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					3,200 4.3		4,990 6.7		14,600 19.6								
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
<b>TV HOUSEHOLDS USING TV</b>																	
(See Def. 1)																	
<b>WK 1</b>	22.7	23.5	24.3	25.4	25.4	27.1	27.9	29.4	32.6	33.7	34.7	36.7	37.7	39.0	39.3	39.4	
<b>WK 2</b>	24.1	24.3	24.9	26.0	27.0	28.3	29.6	31.2	32.9	34.1	34.9	37.3	39.6	40.1	41.1	41.9	

U.S. TV Households: 74,500,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

A-33

~ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.  
(1) "NBC NEWS BULLETIN", NBC, (12:00-12:03PM)(SUS.).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SUN. NOV. 26, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. NOV. 19, 1978

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)																	
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY 1/4 HR. %																	
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)						20,340 27.3										12,140 16.3	
		AVERAGE AUDIENCE (Households (000) & %)						11,550										10,060	
		SHARE OF AUDIENCE %						15.5										13.5	
		AVG. AUD. BY 1/4 HR. %						32										23	
W E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)					4,100 5.5											7,600 10.2	
		AVERAGE AUDIENCE (Households (000) & %)					4,020											6,410	
		SHARE OF AUDIENCE %					5.4											8.6	
		AVG. AUD. BY 1/4 HR. %					13											15	
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)																	
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY 1/4 HR. %																	
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)						6,560 8.8				7,520 10.1						9,540 12.8	
		AVERAGE AUDIENCE (Households (000) & %)						4,470				3,730						8,420	
		SHARE OF AUDIENCE %						6.0				5.0						11.3	
		AVG. AUD. BY 1/4 HR. %						13				10						19	
W E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)					6,410 8.6	29,870 40.1										10,7	12.0
		AVERAGE AUDIENCE (Households (000) & %)					6,480	14,900										24,2*	
		SHARE OF AUDIENCE %					8.7	20.0										42 *	
		AVG. AUD. BY 1/4 HR. %					19	39										60.7	
TV HOUSEHOLDS USING TV WK 1		(See Def. 1)	40.2	40.4	41.2	42.0	41.5	40.9	42.4	44.4	45.7	47.5	48.6	52.7	55.7	57.0	58.7	60.7	
WK 2			42.6	43.6	44.5	46.3	46.5	46.3	46.7	47.5	49.7	51.7	52.5	54.4	56.9	58.4	60.1	61.0	

U. S. TV Households: 74,500,000

A-35 (1) FOR REMAINING RATINGS, SEE OF PAGES.

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SUN. NOV. 26, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1				WEEK 2								
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR		
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %			
EVENING MONDAY																
ABC	9.00-12.08AM	NFL MONDAY NIGHT FOOTBALL		11.00	FOR RTGS SEE PAGE	A-2			15.9	FOR RTGS SEE PAGE	A-3			22.3		
	9.00-12.02AM			11.15			14.8*	28*	13.8			22.0*	40*	21.7		
				11.30					14.0					22.0		
				11.45			14.1*	34*	14.1			21.7*	48*	21.4		
				12.00					12.6					20.8		
EVENING TUESDAY																
ABC	11.30-12.39AM	ANNUAL PHOTOPLAY AWARDS(S)		11.30						8,420	11.3	5,360	7.2	26	9.1	
				11.45									8.5*	27*	7.9	
				12.00											6.7	
				12.15									6.3*	25*	5.9	
				12.30											5.7	
ABC	11.30-12.41AM	TUESDAY MOVIE OF THE WEEK		11.30	6,630	8.9	4,770	6.4	25	7.3						
				11.45				7.2*	24*	7.0						
				12.00						6.1						
				12.15				5.9*	25*	5.7						
				12.30						5.4						
ABC	12.41- 1.29AM	TUESDAY MOVIE-WEEK PART2		12.30	4,250	5.7	3,580	4.8	30	5.4						
EVENING WEDNESDAY																
				12.45					5.3							
				1.00					4.7							
				1.15			4.5*	31*	4.3							
ABC	11.30-12.36AM	POLICE WOMAN		11.30	8,050	10.8	5,890	7.9	29	8.8	9,160	12.3	6,930	9.3	27	9.7
	11.30-12.37AM			11.45				8.4*	28*	8.1				9.5*	24*	9.3
				12.00						7.8						9.2
				12.15				7.6*	31*	7.5				9.2*	29*	9.3
				12.30						6.2						8.4
ABC	12.36- 1.25AM	SWAT-WED		12.30	3,730	5.0	3,130	4.2	27	4.7	5,660	7.6	4,470	6.0	25	6.6
	12.37- 1.24AM			12.45				4.5*	25*	4.4				6.5*	25*	6.4
				1.00						4.0						5.6
				1.15				3.9*	29*	3.9				5.5*	26*	5.5
EVENING THURSDAY																
ABC	11.30-12.37AM	STARSKY AND HUTCH-11:30		11.30	8,120	10.9	5,440	7.3	27	8.5	7,520	10.1	5,290	7.1	23	7.2
	11.30-12.36AM			11.45				8.0*	26*	7.6				7.1*	21*	7.0
				12.00						7.2						7.4
				12.15				7.1*	29*	7.0				7.3*	24*	7.2
				12.30						5.3						6.1
ABC	12.37- 1.26AM	SWAT-THUR		12.30	2,980	4.0	2,460	3.3	22	3.4	4,100	5.5	3,280	4.4	21	4.5
	12.36- 1.19AM			12.45				3.4*	20*	3.4				4.4*	19*	4.3
				1.00						3.3						4.5
				1.15				3.2*	23*	3.1						4.3
EVENING FRIDAY																
ABC	11.30-12.35AM	BARETTA-11:30PM		11.30	7,000	9.4	5,070	6.8	20	7.1	6,780	9.1	4,400	5.9	18	6.7
	CONT'D															

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

WEEK 1					WEEK 2				
TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR
HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %
EVENING FRIDAY CONT'D									
ABC 11.30-12.35AM BARETTA-11:30PM-CONT'D	11.45			7.0* 19*	6.9			6.2* 16*	5.7
	12.00				6.5				5.9
	12.15			6.7* 22*	6.9			5.8* 19*	5.7
	12.30				6.3				5.2
CBS 11.30-12.00MD CBS NEWS SPECIAL REPORT(S)	11.30					8,120 10.9	7,380 9.9	26	9.9
	11.45								9.9
NBC 1.00- 2.30AM MIDNIGHT SPECIAL	1.00	4,470 6.0	2,010	2.7 17	4.4	4,620 6.2	2,240 3.0	18	4.2
	1.15			3.8* 19*	3.2		3.9* 20*		3.5
	1.30				2.8				3.1
	1.45			2.5* 16*	2.2		3.0* 19*		2.9
	2.00				1.8				2.3
	2.15			1.8* 15*	1.8		2.0* 15*		1.7
EVENING SATURDAY									
ABC 9.58- 9.59PM ABC NEWSBRIEF-SAT.	9.45	16,320 21.9	16,320 21.9	37	21.9	15,350 20.6	15,350 20.6	34	20.6
ABC 11.00-11.15PM ABC WEEKEND REPORT-SAT.	11.00	5,290 7.1	5,070 6.8	14	6.8	6,110 8.2	5,810 7.8	15	7.8
CBS 8.56- 8.57PM NEWSBREAK-SAT.	8.45	11,920 16.0	11,920 16.0	27	16.0	11,620 15.6	11,620 15.6	27	15.6
	8.58- 8.59PM								
NBC 8.58- 8.59PM NBC NEWS UPDATE-SAT.	8.45	8,790 11.8	8,790 11.8	20	11.8	11,620 15.6	11,620 15.6	27	15.6
NBC 11.30-12.54AM SATURDAY NIGHT									
	11.30	12,960 17.4	8,340 11.2	34	12.6	12,890 17.3	8,570 11.5	34	12.7
	11.45			12.6* 34*	12.6			12.6* 33*	12.5
	12.00				11.9				11.9
	12.15			11.2* 35*	10.5			11.5* 35*	11.0
	12.30				9.8				9.9
	12.45			9.5* 34*	9.0				9.7
EVENING SUNDAY									
ABC 8.58- 8.59PM ABC NEWSBRIEF-SUN.	8.45	14,830 19.9	14,830 19.9	28	19.9	13,480 18.1	13,480 18.1	26	18.1
CBS 8.58- 8.59PM NEWSBREAK-SUN.	8.45	18,630 25.0	18,630 25.0	35	25.0	17,060 22.9	17,060 22.9	33	22.9
NBC 8.28- 8.29PM NBC NEWS UPDATE-SUN.	8.15	13,260 17.8	13,260 17.8	25	17.8				
	8.56- 8.57PM								
NBC 12.00- 1.50AM NBC LATE NIGHT MOVIE	8.45					14,160 19.0	14,160 19.0	27	19.0
	12.45	FOR RTGS SEE PAGE A-16		2.6* 15*	2.4	FOR RTGS SEE PAGE A-17		3.3* 18*	3.3
	1.00				2.3				3.2
	1.15				2.4			2.9* 20*	2.7
	1.30			2.3* 17*	2.4				2.1
	1.45			2.3* 23*	1.7				
VENING MONDAY-FRIDAY									
ABC 8.58- 8.59PM ABC NEWSBRIEF-M-F	M-F 8.45	16,090 21.6	16,090 21.6	33	20.4	14,010 18.8	14,010 18.8	30	15.2
	9.45				23.5				21.3
CBS 8.58- 8.59PM NEWSBREAK-M-F	M-F 8.15	12,140 16.3	12,140 16.3	25	20.8	10,360 13.9	10,360 13.9	23	11.9
	8.45				15.2				14.4
	9.00				15.3				
CBS 12.42- 1.24AM LATE MOVIE II	M-F 12.00	3,870 5.2	3,280 4.4	25	5.8	4,770 6.4	4,170 5.6	29	7.4
	12.42- 1.26AM			5.2* 22*	4.9			7.2* 24*	7.1
	CONT'D								

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM QUARTER HOUR				WEEK 1				WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING MONDAY-FRIDAY CONT 'D															
CBS 12.42- 1.24AM LATE MOVIE II-CONT'D				12.30				5.0							6.0
				12.45			4.7*	27*	4.6			7.1*	30*	5.8	
				1.00					4.4					5.5	
				1.15			4.2*	25*	3.7			5.3*	37*	4.8	
				1.30					2.9					4.5	
				1.45								5.1*	31*	5.3	
NBC 8.58- 8.59PM NBC NEWS UPDATE-M-F				8.45	11,100	14.9	11,100	14.9	23	14.9	13,040	17.5	13,040	17.5	28
				9.00										15.9	
				9.15										20.5	
														19.2	
NBC 11.30-12.50AM TONIGHT SHOW				M-F	1.00						FOR RTGS SEE PAGE A-17				6.0
NBC 1.00- 1.45AM TOMORROW SHOW				M-TH	1.45						FOR RTGS SEE PAGE A-17		3.5*	22*	3.3
					2.00										2.8
DAY MONDAY-FRIDAY															
ABC 1.00- 1.14PM NCAA FOOTBALL PRE-FRI.(S)				FRI.	1.00						6,480	8.7	6,260	8.4	31
ABC 1.14- 4.22PM NCAA FOOTBALL GAME-FRI.(S)				FRI.	1.00						18,400	24.7	8,720	11.7	36
															8.5

	1.15									9.3
	1.30									10.5
	1.45								10.8*	35*
	2.00									11.2
	2.15								11.9*	38*
	2.30									11.8
	2.45								11.7*	37*
	2.55									11.9
	3.00								11.6*	36*
	3.15									11.1
	3.30								11.6*	36*
	3.45									12.6
	4.00								12.6*	37*
	4.15									12.7
ABC 4.22- 4.30PM NCAA FOOTBALL POST-FRI.(S)	FRI. 4.15								13.4*	38*
ABC 4.30- 5.30PM ABC AFTERSCHOOL SPECIAL(S)	WED. 4.30	8,340 11.2	5,510	7.4	20	6.1	9,910 13.3	8,200 11.0	31	11.0
	4.45			6.5*	18*	6.9				
	5.00					7.9				
	5.15			8.2*	21*	8.5				
CBS 8.00- 9.00AM CAPTAIN KANGAROO(B)	THU. 8.00						2,530 3.4	1,420 1.9	9	1.3
	8.15							1.4*	7*	1.5
	8.30									1.9
	8.45								2.4*	10*
CBS 9.00-12.00NN THANKSGIVING DAY PARADE(S)	THU. 9.00						20,790 27.9	8,490 11.4	32	6.7
	9.15							7.2*	29*	7.6
	9.30									8.8
	9.45								9.7*	31*
	10.00									10.7
	10.15								11.7*	34*
	10.30									11.6
	10.45									11.7
									12.8*	32*
										12.4
										13.2

CONT'D



				WEEK 1				WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	%	
DAY MONDAY-FRIDAY CONT'D															
CBS		9.00-12.00NN	THANKSGIVING DAY PARADE-CONT'D	11.00										13.8	
				11.15									13.7*	13.6	
				11.30									32*	13.7	
				11.45									31*	12.9	
CBS		11.54-12.00NN	CBS MID-DAY NEWS-EDWARDS	M-F	4,250	5.7	3,800	5.1	22	5.1	4,470	6.0	3,950	5.3	21
				MTUWTF									21	5.3	
CBS		12.00- 1.00PM	FAMOUS CLASSIC TALES-THUR(S)	THU.							9,390	12.6	5,660	7.6	21
													8.4*	8.9	
													23*	7.9	
														7.0	
													6.8*	6.6	
CBS		1.00- 1.30PM	FAMILY SPORTS SPECIAL(S)	THU.							2,460	3.3	2,010	2.7	7
													7	2.7	
CBS		1.30- 3.00PM	FAMILY SPORTS SPECIAL(S)	THU.							6,850	9.2	3,650	4.9	13
													5.1*	5.4	
													14*	4.8	
														4.8	
													4.8*	4.7	
													13*	4.7	
													4.9*	5.0	
CBS		3.00- 3.30PM	CBS NFL FTBL PRE-THU.(S)	THU.							5,890	7.9	4,840	6.5	18
													18	6.0	
														7.0	
CBS		3.30- 6.46PM	CBS NFL FTBL GAME-THU.(S)	THU.							26,890	36.1	16,320	21.9	59
													19.5*	17.6	
													54*	21.4	
														23.2	
													23.0*	22.7	
													64*	22.6	
														22.6	
													22.6*	22.6	
													63*	22.3	
														22.3	
													22.3*	23.0	
													61*	22.9	
														21.7	
													23.0*	21.0	
													60*	21.4	
													21.4*	20.3	
													54*		
CBS		6.46- 7.00PM	CBS NFL POST-THU.(S)	THU.							13,860	18.6	13,480	18.1	44
NBC		9.00-12.00NN	MACYS THANKSGIVING PARADE(S)	THU.							21,460	28.8	10,500	14.1	37
													9.1*	8.2	
													31*	10.0	
														11.7	
													11.9*	12.2	
													34*	13.9	
														15.4	
													14.6*	16.3	
													39*	16.8	
														16.1	
													16.5*	16.1	
													40*	16.3	
														16.1	
													16.2*	16.0	
NBC		12.00-12.30PM	NFL '78 NBC-THU(S)	THU.									16.0*	13.3	
													37*	13.0	
NBC		12.30- 3.30PM	NFL FOOTBALL GAME-NBC-THU(S)	THU.							11,700	15.7	9,830	13.2	35
			CONT'D												
											26,370	35.4	15,270	20.5	56
													56	16.2	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

					WEEK 1				WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR		
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %			
DAY MONDAY-FRIDAY CONT'D																
	NBC	12.30-	3.30PM NFL FOOTBALL GAME-NBC-T-CONT'D	12.45												
				1.00								17.6*	48*	18.9		
				1.15										20.0		
				1.30								20.3*	54*	20.6		
				1.45										21.1		
				2.00								20.8*	57*	20.4		
				2.15										20.2		
				2.30								21.0*	58*	21.8		
				2.45										22.2		
				3.00								22.2*	61*	22.2		
				3.15										22.1		
	NBC	3.30-	3.45PM NFL FOOTBALL POST-NBC-THU(S)	THU. 3.30								21.1*	57*	20.0		
DAY SATURDAY										6,850	9.2	6,630	8.9	25	8.9	
	ABC	8.26-	8.30AM SCHOOLHOUSE ROCK-8.26AM	8.15	3,870	5.2	3,350	4.5	24	4.5	2,910	3.9	2,380	3.2	18	3.2
	ABC	9.26-	9.30AM SCHOOLHOUSE ROCK-9.26AM	9.15	4,920	6.6	4,540	6.1	22	6.1	4,840	6.5	4,400	5.9	23	5.9
	ABC	10.56-	10.59AM DEAR ALEX & ANNIE-10.56AM	10.45							5,740	7.7	5,070	6.8	25	6.8
	ABC	10.56-	10.59AM SCHOOLHOUSE ROCK-10.56AM	10.45	5,290	7.1	4,770	6.4	24	6.4						
	ABC	11.26-	11.29AM SCHOOLHOUSE ROCK-11.26AM	11.15	5,290	7.1	5,070	6.8	27	6.8	5,140	6.9	4,840	6.5	26	6.5
	ABC	11.56-	11.59AM DEAR ALEX & ANNIE-11.56AM	11.45												
	ABC	11.56-	11.59AM SCHOOLHOUSE ROCK-11.56AM	11.45	4,250	5.7	4,020	5.4	23	5.4	4,400	5.9	4,100	5.5	22	5.5
	ABC	12.30-	12.44PM NCAA FOOTBALL PRE GAME	12.30	4,400	5.9	4,100	5.5	23	5.5						
			12.30-12.50PM	12.45												
	ABC	12.44-	3.37PM NCAA FOOTBALL GAME	3.30	FOR RTGS SEE PAGE A-26					FOR RTGS SEE PAGE A-27						10.6
		12.50-	3.47PM	3.45						10.5						
	CBS	8.26-	8.29AM IN THE NEWS- 8.26AM	8.15	4,100	5.5	3,800	5.1	32	5.1	FOR RTGS SEE PAGE A-27					16.7
	CBS	8.56-	8.59AM IN THE NEWS- 8.56AM	8.45	5,220	7.0	4,770	6.4	30	6.4	4,690	6.3	4,320	5.8	42	5.8
	CBS	9.26-	9.29AM IN THE NEWS- 9.26AM	9.15	6,710	9.0	6,410	8.6	36	8.6	5,360	7.2	4,840	6.5	35	6.5
	CBS	9.59-	10.02AM IN THE NEWS- 9.59AM	9.45	8,120	10.9	7,670	10.3	39	8.6	6,780	9.1	6,560	8.8	40	8.8
				10.00						10.4	8,570	11.5	8,050	10.8	40	11.2
	CBS	10.26-	10.29AM IN THE NEWS-10.26AM	10.15	7,230	9.7	6,630	8.9	34	10.3						10.7
	CBS	11.33-	11.36AM IN THE NEWS-11.33AM	11.30	7,450	10.0	6,930	9.3	37	8.9	8,050	10.8	7,450	10.0	37	10.0
	CBS	11.56-	11.59AM IN THE NEWS-11.56AM	11.45	6,330	8.5	5,740	7.7	30	9.3	7,450	10.0	6,780	9.1	31	9.1
	CBS	12.26-	12.29PM IN THE NEWS-12.26PM	12.15	5,070	6.8	4,770	6.4	25	7.7	7,380	9.9	7,000	9.4	32	9.4
	CBS	12.56-	12.59PM IN THE NEWS-12.56PM	12.45	4,540	6.1	4,320	5.8	22	6.4	5,140	6.9	4,840	6.5	21	6.5
	CBS	1.26-	1.29PM IN THE NEWS- 1.26PM	1.15	3,500	4.7	3,200	4.3	16	5.8	5,510	7.4	5,360	7.2	23	7.2
	NBC	10.27-	10.29AM METRIC MARVELS-10:27AM	10.15	5,660	7.6	5,440	7.3	28	4.3	3,650	4.9	3,280	4.4	13	4.4
	NBC	10.57-	10.59AM METRIC MARVELS-10:57AM	10.45	5,290	7.1	5,070	6.8	26	7.3	5,070	6.8	4,770	6.4	25	6.4
	NBC	11.57-	11.59AM METRIC MARVELS-11:57AM	11.45	4,320	5.8	4,250	5.7	23	6.8	5,740	7.7	5,510	7.4	26	7.4
DAY SUNDAY										5.7	5,070	6.8	4,840	6.5	22	6.5
	ABC	11.55-	11.59AM SCHOOLHOUSE ROCK-11.55AM	11.45	2,680	3.6	2,610	3.5	14	3.5	2,530	3.4	2,460	3.3	13	3.3
A-45 U.S. TV HOUSEHOLDS: 74,500,000																
					FOR EXPLANATION OF SYMBOLS, SEE PAGE A.											

A-45

U.S. TV HOUSEHOLDS: 74,500,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

\*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

WEEK 1											WEEK 2										
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR					
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE						
DAY SUNDAY CONT'D																					
CBS		9.26-	9.29AM IN THE NEWS-	9.15	1,420	1.9	1,420	1.9	11	1.9	1,040	1.4	1,040	1.4	10	1.4					
CBS		9.56-	9.59AM IN THE NEWS-	9.45	1,490	2.0	1,420	1.9	10	1.9	1,420	1.9	1,420	1.9	11	1.9					
CBS		4.18-	6.52PM CBS NFL FOOTBALL GAME 2	6.45	FOR RTGS SEE PAGE A-34		16.5* 29*			16.1											
NBC		1.00-	3.58PM NFL FOOTBALL GAME 1-NBC	3.45	FOR RTGS SEE PAGE A-32		15.8* 39*			15.8	FOR RTGS SEE PAGE A-33					9.8					
NBC		1.00-	3.49PM																		
NBC		4.00-	7.12PM NFL FOOTBALL GAME 2-NBC	7.00							FOR RTGS SEE PAGE A-35					25.7					